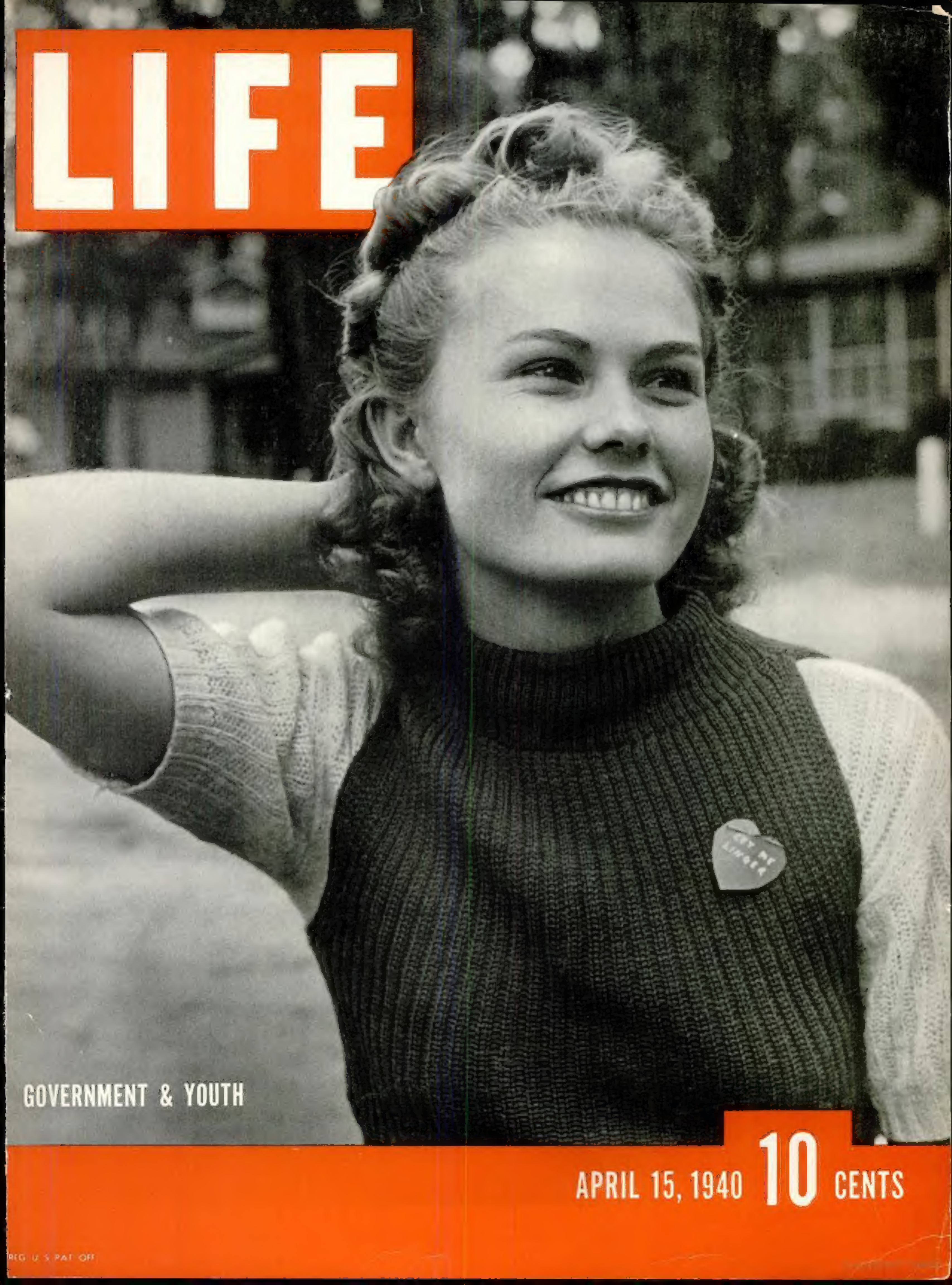


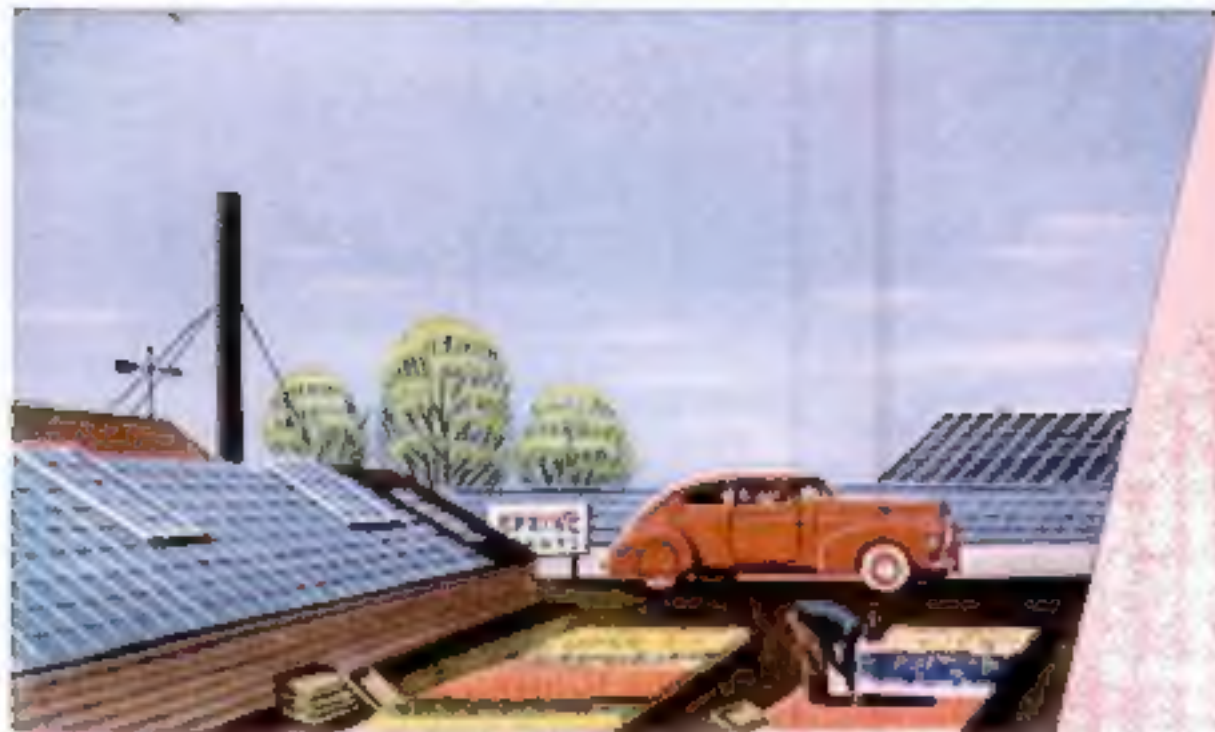
# LIFE



GOVERNMENT & YOUTH

APRIL 15, 1940 **10** CENTS





**THIS CLEAN-LINED BEAUTY . . .** long, luxurious . . . is best in its class for economy; the Nash Lafayette turning in 23.76 miles a gallon to be a Gilmore-Yosemite Run winner. Yet it streaks from 15 to 50 MPH in 12.9 seconds, *high gear*. The Fourth Speed Forward saves up to 20% on gasoline. 2000 Nash dealers to serve you.



**LIVE THE LIFE YOU LOVE . . .** touring in "Weather Eye" air, free of dust . . . and stopping and sleeping where you like, in your Nash Convertible Bed. No other car can prepare you for this experience—see and drive a 1940 Nash now!

## "What Was *THAT!*"

**IF YOU'VE** ever been dazzled by a fleeting blue streak . . . a flash of chrome . . . four spinning wheels . . .

If they disappeared in a puff of dust before you could catch the name—we'll tell you now—it was a 1940 Nash.

And no matter what car you've ever driven—there's no equal to the thrill you'll find at the throttle of a Nash Manifold-Sealed Engine.

It doesn't need a lucky day to get going. Summer or winter, one tap of your toe—and you're off in a breath-taking flash. Surprised? Wait—

Suddenly, you hear a "click" . . . your engine seems to go asleep—yet faster, faster . . . the road unreeals beneath you.

You're in Nash's Fourth Speed Forward. The power is there. The speed is there. But the sound and fury are gone.

Yet—the real thrill's *still* in the throttle. A car ahead challenges your way. You tap your toe—and your engine leaps into life with a terrific burst of passing power. It's a new Automatic Overtake!

You never felt a car get away so easily . . .

steer so freely . . . cruise so softly. It's Nash's Arrow-Flight ride—and it's exclusive; never anything like it before.

There are Sealed Beam lights in front . . . and, in easy reach, a "Weather Eye" dial to keep air constantly fresh, clean—and warm when you need it.

After fifteen minutes—you'll know why they say, "Once you get your hands on a Nash, you'll never rest 'til you own it."

\* \* \*

It's good for the best 100,000 miles of your life—and then some.

It's backed by resources of \$45,000,000, and because we put more into it—you get more *out* of it.

Features like its double-framed chassis . . . 7-bearing crankshaft . . . complete rust-proofing, are yours for longer life and greater resale value.

And the price—is only a few dollars more than a lighter, smaller All-3 car.

So what's holding you back? Just for the sheer fun of it, go for a spin in this new Nash. Call your Nash dealer—now!



*You'll be Happier in a* **NASH**



IT WAS A **BLOW-OUT**  
... BELIEVE ME THERE'S  
NOTHING WORSE

YOU'RE WRONG—  
**SKIDS** ARE EVEN MORE  
DANGEROUS!



# Why Argue? New Goodrich Tire Protects Against ***BOTH*** Skids and Blow-outs

READING TIME: 1 MINUTE 9 SECONDS

Do you know what happened when we asked thousands of motorists this question: Which are more dangerous—skids or blow-outs? Well, just about half said 'skids'. And the other half said 'blow-outs'. Which is plenty of proof that in these days of high speeds and express highways **BOTH** are mighty dangerous. When skids and blow-outs together kill or injure thousands every year, it's certainly time that you, too, equipped your car with Goodrich Safety Silvertowns.



★ ★ ★

Silvertowns are the only tires that give you the Life-Saver Tread and the new, improved Golden Ply... the greatest "safety combination" ever offered against both skids and blow-outs.



Think of it! The "windshield-wiper" action of the Life-Saver Tread actually sweeps wet roads so dry you can light a match on its track. No wonder this tire will stop you quicker, safer on a wet pavement than you've ever stopped before!

Ever put your hand on the outside of a tire after it had been run fast? Pretty hot, wasn't it? But that's nothing compared to the heat that's generated *inside*—the internal heat that causes so many of today's high-speed blow-outs. And that's why this new Silvertown has another great safety invention—the new, improved Golden Ply. By resisting this internal heat, the Goodrich Golden Ply protects you against high-speed blow-outs.



Don't risk "half-way" protection in tires—especially when you can get Silvertowns *right now* on the liberal Budget Plan available at Goodrich Silvertown Stores and many Goodrich Dealers.

★ ★ ★

How would you like a miniature reproduction of your 1940 license plate on a key chain—for only 10¢? It's made of brass with rounded corners. Drive in to your nearest Goodrich Dealer or Goodrich Silvertown Store and ask them to get one for you. No obligation. Only 10 cents to cover cost of handling.



LIFE-SAVER TREAD SKID PROTECTION  
GOLDEN PLY BLOW-OUT PROTECTION

## The new Goodrich SAFETY Silvertown

PLAN TO SEE JIMMIE LYNCH'S DEATH DODGERS AT THE GOODRICH ARENA . . . N. Y. WORLD'S FAIR

This One



B6S4-SSD-FZ61



# You need this invaluable dog manual!

WRITTEN BY A. C. MERRICK, D. V. M.

—with a foreword by Dr. L. A. Merrillat, Executive Secretary of  
the AMERICAN VETERINARY MEDICAL ASSOCIATION

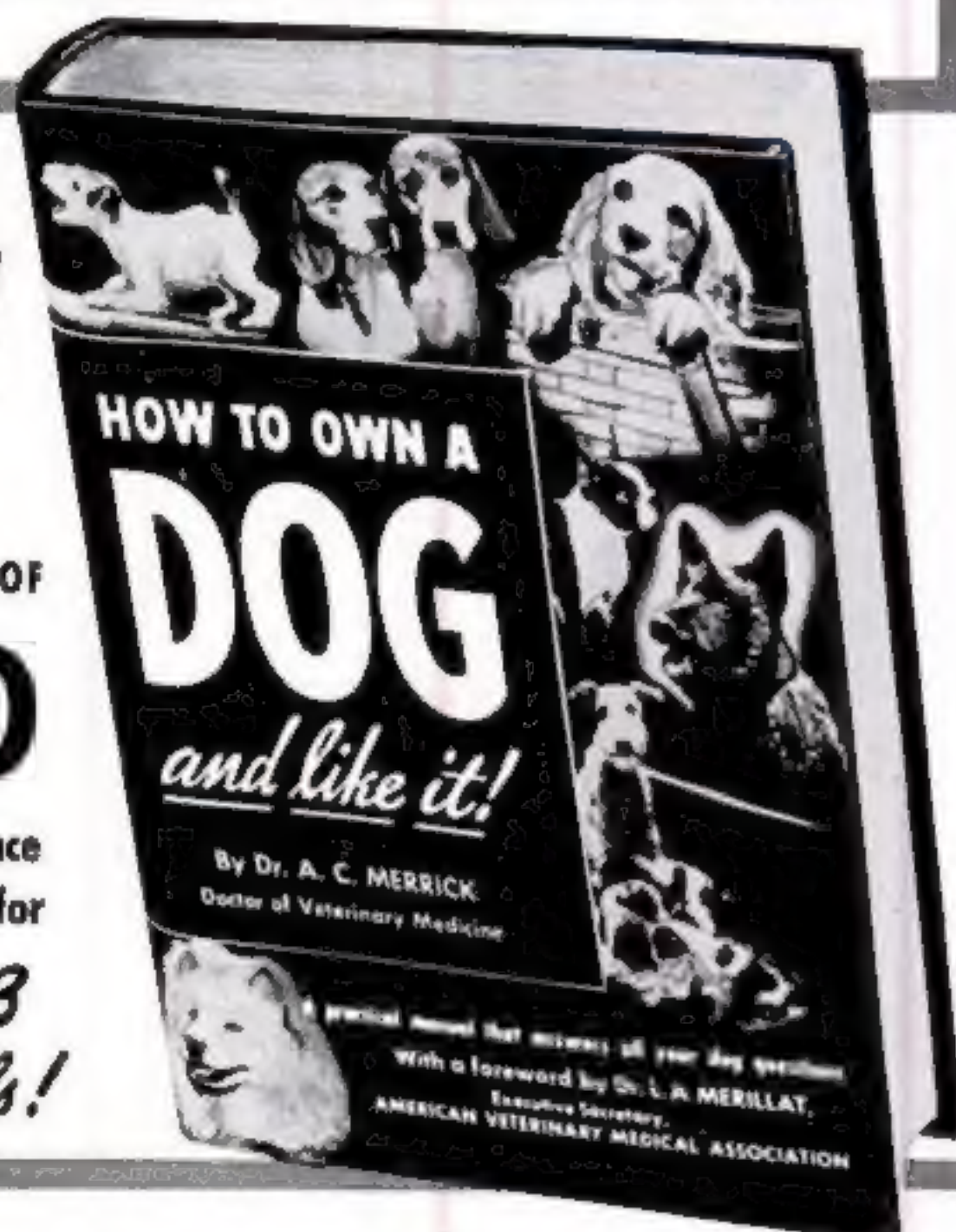
*Special  
Offer!*

BY THE MAKERS OF

**PARD**

Yours—in advance  
of publication—for

**25¢ and 3  
Pard Labels!**



● Here at last is the dog book you've always wanted—really practical, and yours almost as a gift.

"How to Own a Dog and Like It!" was written to solve your own dog problems, at the express request of the makers of Pard. Right now you can get it for only 25¢ and 3 Pard labels. But send them in before June 15, 1940! Because after that date book stores and departments will carry it at standard book prices only. So send for your copy now.

**Answers All Your Dog Questions.** How to select your dog, train him, feed him, care for his ailments—all you need to know about him is carefully covered by Dr. Merrick. Written in a non-tech-

nical, easy-to-understand style that makes it really interesting reading. 120 fact-filled pages... 16 full-page photos of the most popular breeds in America!

**Written by a Real Authority.** Dr. Merrick's many years of experience in bacteriology and pathology... as a U. S. Government veterinarian... and now as a private dog practitioner, equip him to speak with authority on the real problems that confront dog owners. Owner and director of one of our most successful small-animal hospitals, he gives you one of the most practical books that has ever been made available to you.

FILL OUT COUPON AND MAIL IN WITH YOUR  
25¢ AND 3 PARD LABELS!

DEPT. L-2, COUNTRY LIFE PRESS, GARDEN CITY, NEW YORK.  
I enclose 25¢ and labels from 3 cans of PARD Dog Food. Please send  
me, postpaid, my copy of "How To Own A Dog and Like It".

Name.....

Address.....

Dealer's Name..... City..... State.....

This offer good in the U. S. A. only—expires June 15, 1940



## LETTERS TO THE EDITORS

Easter Issue

Sirs:

Congratulations on your Easter issue (March 25). It is a perfect picture of life on this screwball we call the earth some 1,000 years after.

Candid shots of cannibals at a pleasant little dinner party. Close-ups of an American political jamboree replete with "stews," empty whiskey bottles and spittoons. The most popular movie of the week, featuring a glorified street-walker. Heart-interest pictures of the murder game in Europe together with a British Ambassador's confession on how he double-crossed his own people. Photographs of the mass slaughter of crows in Illinois and a close-up of smiling farmers clubbing the birds to death. A nostalgic touch on the passing of the red-light district in New Orleans with a nice shot of Lulu's old place for your album. And finally, a charming little comedy offering for the kiddies picturing two U. S. soldiers decapitating Hitler and grinding his head into sausage.

PHILIP SCHUYLER

Ridgewood, N. J.

Kitty Foyle

Sirs:

Your story on Kitty Foyle (March 25) is one of the best things you have ever done. Through my many years as a "white collar girl," I had hoped that at least one of the magazine stories written about us would be understanding, sympathetic and honest. Yours was all that.

CONSTANCE WAINWRIGHT

New York, N. Y.

Sirs:

In Chicago we have white collar girls too. And, oh, do we know that dreadful, frightening five o'clock feeling! Thanks, LIFE, for a great story.

JOAN SMITH

Chicago, Ill.

Sirs:

LIFE's Kitty Foyle seems as familiar to me as Christopher Morley's seemed real. I could swear (if I swore) that your



MRS. GASTON TAIEB

Carol Lorell is a girl I knew as Carol Leiper. If they're not one and the same, I'll eat my new Easter bonnet.

ANN HOWARD BROWN

Sewickley, Pa.

● Reader Ann Howard Brown need not eat her hat. The girl who portrayed Kitty Foyle for LIFE is Miss Brown's old friend Carol Leiper. She models under the name of Carol Lorell. LIFE picked her out for the role because she looked like Ginger Rogers, then was amazed how closely her life paralleled that of Kitty Foyle. Like Kitty, she came from Philadelphia, ran away from home, first lived in a lonely female hotel. In New York she got a job on the stage. But her life has been different from Kitty's too. In Philadelphia she lived on Chestnut Hill, which considers itself as

(continued on p. 4)



Let a woman  
be the judge  
of the cigars  
you smoke

Sensitive in her discernment of form, shades and accents, a woman is usually unerring in her judgment of a cigar's appearance and aroma. Webster cigars cheerfully lay their case before this court of last resort. . . . Smoke a Webster where its

*delicate bouquet*

can gain feminine attention, and its fame as a truly fine cigar will be readily understood. . . . For women approve Webster's fragrant mildness and streamlined smartness as thoroughly as men surrender to its delightful flavor. Long, clear all-Havana filler blended with choice light-claro wrapper.

**WEBSTER**

CUSTOM-MADE CIGARS

**GOLDEN WEDDING 10¢**

Vigorously "sterilized"

Perfecto Chico.....10¢

Queens.....2 for 25¢

Fancy Tales.....15¢

*First in the Social Register*



# HOW A CASE OF THE SNIFFLES SET MRS. FRENCH FREE!



## 2 "GUESS I LET MYSELF IN FOR SOMETHING,"

said Mr. French outside. "Can you imagine me doing the wash?" The doctor smiled. "I wouldn't advise that," he said. "Why not let the laundry do it? My wife says they do beautiful work. Reasonably, too." So next day Mr. French dropped by the laundry.



## 3 "YOU CAN SEE MY PROBLEM,"

Mr. French explained. "If anything happens I'm in the dog-house!" "Don't worry," the laundry told him. "We use soaps as safe as the ones used at home. We soften water scientifically. And even the washing and ironing temperatures are thermostatically controlled!" Mr. French was convinced...



## 4 BUT MRS. FRENCH WAS "FROM MISSOURI"...

When he told her what he'd done she looked doubtful. "Don't worry," her husband said. "Times have changed. Why, if you'd seen that spic-and-span laundry with its modern equipment you'd have been sure they'd do a good job."

## 5 THEN MRS. FRENCH WAS SURE...

when the bundle came back. How her white things sparkled! How bright and gay those colored clothes looked! And Dad took one look at the bill and said, "It's a bargain! From now on, we'll get the wash out of the house... and you out of the cellar. How about a date for lunch next washday?"



Let the  
**LAUNDRY**

do it

L-O-N-G LIFE FOR CLOTHES  
M-O-R-E LEISURE  
FOR YOU

### How to enjoy 52 workless washdays a year...

Forget the old-fashioned idea that washing should be done at home. Times have changed—today you couldn't begin to be the washing specialist that your laundry is.

The laundry industry has spent millions on research in the last five years. They've studied the effects of different types of soap and different water temperatures on all types of fabrics, all colors. They've spent a king's ransom on modern equipment.

Today the laundry takes as good care of your things as you would. And many women admit that they can't match the laundry when it comes to beautiful finishing of blankets, curtains and shirts. So take a vacation from washday... call your laundry today. There's a service and price to fit your needs.

IN 1940

LET FREEDOM RING

Why struggle with home-washing...  
DO YOU KNOW...

That while you may divide your wash 3 ways; white clothes, colored clothes and fine fabrics; today's laundry makes up to 15 classifications... each of which gets separate treatment?

That even the water used for rinsing clothes is softened scientifically?

That while you may use 2 or 3 changes of water, standard practice today calls for up to 13 changes for each wash?



# "I'M FROM MISSOURI and Listerine certainly showed me!"

says Mrs. Madge Purdy Van Cott, Jersey City, N. J.



When I was a co-ed at the University of Missouri, many of us used Listerine Antiseptic and massage regularly as a precaution against dandruff.



When I became a nurse I first heard of the peculiar bottle-shaped bacillus, *Pityrosporum Ovale*—nearly always found in high concentration in infectious dandruff conditions—and how important it is to keep this organism under control. Time and again I prescribed Listerine Antiseptic and massage... time and again I saw dandruff's scales disappear.



When I got married and my baby came, I knew how to help keep her scalp clean and healthy. I have shown my husband how to guard against infectious dandruff, too. I give him a vigorous Listerine massage regularly. A slight dandruff condition he had at one time quickly improved. He's never without Listerine Antiseptic now.

## 76% of Infectious Dandruff Cases Benefited in Clinical Tests

If you are plagued by dandruff, so often caused by germs... don't waste any more time. Start today with the famous Listerine Antiseptic Treatment.

Just douse the scalp, morning and night, with full strength Listerine Antiseptic—the same Listerine which has been famed for more than 30 years as an antiseptic mouth wash and gargle. Then massage scalp and hair vigorously and persistently.

You'll be delighted with the cooling, soothing, tingling sensation. And, think

of it!... this wonderfully invigorating treatment is precisely the same as that which, within 30 days, brought about complete disappearance of or marked improvement in the symptoms of dandruff to 76% of the men and women who used it twice daily in clinical tests!

So, if you've been fighting a losing battle against dandruff, don't neglect what may be a real infection. Start right now with Listerine Antiseptic and massage. It's the treatment which has proved so useful against infectious dandruff in a substantial majority of clinical test cases. Lambert Pharmacal Co., St. Louis, Mo.

## LETTERS TO THE EDITORS

(continued)

good if not better than the Main Line, knew many stuffed shirts like Wynne-wood Strafford. Her name now is Mrs. Gaston de Havenon Taieb.—ED.

### Delicious Human Flesh

Sirs:

I take issue with Author William Seabrook, whom you quote in your story on cannibalism (LIFE, March 25) as stating that roasted human flesh has no sharply defined taste.

Personally, I'm fond of the fleshy portion around the thigh. Last bit of thigh I had was Aunt Bedelia's. She was aging and getting rather childish so we told her Santa Claus wrote *Mein Kampf* and as we had figured, she slipped her cable. We had her over the holidays.

Aunt Bedelia didn't roast as well as Cousin Jake though. His roast thigh, cold and with horseradish sauce, wasn't half bad. For a midnight snack there's nothing—simply nothing—like holding a femur in one hand and a jug of cold buttermilk in the other.

What kind of flavor could Mr. Seabrook expect to be cooked up by those uncouth Ivory Coasters—the novice gourmets? My little nephew has definite gastronomical possibilities and if Mr. Seabrook would accept I'd like to have him join me in a *smörgåsbord-à-la-nephew*.

Incidentally, I'd like to have the Editor for dinner sometime. How's about it?

ROBERT X. BRIEUX

Hollywood, Calif.

Sirs:

To one of the humble vegetarian minority, your "monstrous" picture of cannibals-roasting-a-man differs but slightly from the photo of any butcher shop, wherein hang the assorted legs, stomachs, brains and entrails of living, breathing creatures so little different from ourselves.

Since superior man is the inventor of his own soul and whereas the best scientists insist "he is just another animal," and as each year in this great country, he sacrifices and devours, on the altar of stomach greed alone, over 500,000,000 such creatures—is it any wonder, that while you shudder at the cannibals we beg to shudder at you?

ELMER WISE

Santa Monica, Calif.

Sirs:

Recently we spent some time in remote parts of the Fiji group. It was con-



### FORK FOR EATING FLESH

sidered *tabu* to touch human flesh with the fingers and so the fastidious cannibals carved special wooden forks for this purpose. Enclosed is a photograph we obtained of one of these forks.

We might add that the English have done a pretty good job of stamping out these practices in Fiji. Many of the cannibals' sons are good Methodists and fine cricket players, untroubled by the notorious careers of their parents and grandparents.

MAE & IRA FREEMAN

Chicago, Ill.

### Cannibalism in Scotland

Sirs:

I had to laugh when I saw LIFE writing about the cannibal tastes of the people of the Hebrides, the peaceful

(continued on p. 6)



## I Like a Man in a Whitehall Shirt

"I like the way his Whitehall looks... the way it fits. It reflects refinement, good taste, character. I like a man in a Whitehall shirt and I like a Whitehall shirt for the man I like."

• The Whitehall by Jayson is Troy-tailored with custom-features of fine, lustrous white broadcloth. It is guaranteed without qualification to give complete satisfaction. Featured by good dealers everywhere at \$2. Sizes 13½ to 19, sleeve lengths 31 to 37, in neck-band, regular soft collar or \*Jaysonized no-starch, no-wilt collar. Also available are Whitehall pajamas in white and solid colors, \$2. If you cannot locate a



Jayson dealer, send size and money order. We will see that you are served. \*Made under Celanese patents. JAYSON SHRUNK—fabric shrinkage less than 1%—Federal Specifications CCC-T-191A.

# WHITEHALL

SHIRTS & PAJAMAS BY

## Jayson

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# GET A CHEVROLET



The Special De Luxe  
Sport Sedan, \$802\*

## and GET AWAY FIRST!

It leads all other lowest-priced cars in swift, lightning-flash acceleration . . . in surging power on the hills . . . in smooth, steady riding . . . in all-round performance with all-round economy!

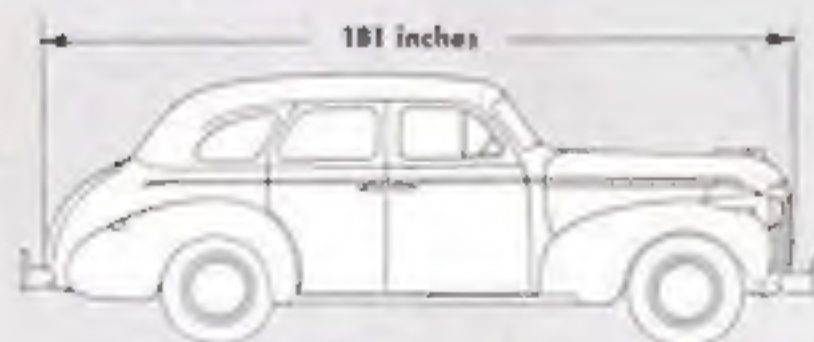
The best things in motoring for 1940 belong to the buyers of new Chevrolets!

It's *your* year once you enter your order for one of these sparkling and spirited "Royal Clipper" models. . . . For, with the purchase of a new Chevrolet, you get the *luxuries* of ultra-modern motoring—and you get them at the *lowest* cost in purchase price, gas, oil and upkeep!

Chevrolet for '40 is first in *acceleration*—first in *hill-climbing*—first in *economy*—among all cars in its price range. It's the most *beautiful* car a low price ever bought! And it's the *only* car, regardless of price, with the Exclusive Vacuum-Power Shift, the "Ride Royal"—including Perfected Knee-Action\*—and the famous Tiptoe-Matic Clutch, which bring you the highest degree of driving ease and riding smoothness!

Again this year, people are buying *more* Chevrolets than any other make of car. . . . *Eye it, try it, buy it*, is the order of the day. . . . Place *your* order now and you, too, will soon be saying, "Chevrolet's FIRST Again!"

### "THE LONGEST OF THE LOT"



From front of grille to rear of body—for length where length counts—Chevrolet for 1940 is the longest of all lowest-priced cars! Big outside, big inside, big in value!

#### NEW EXCLUSIVE VACUUM-POWER SHIFT

The only steering column gearshift that does 80% of the work for you and requires only 20% driver effort!



#### CHEVROLET HAS MORE THAN 175 IMPORTANT MODERN FEATURES, INCLUDING:

THE "RIDE ROYAL"—WITH CHEVROLET'S PERFECTED KNEE-ACTION RIDING SYSTEM\* • NEW "ROYAL CLIPPER" STYLING • BIGGER INSIDE AND OUTSIDE • NEW FULL-VISION BODIES BY FISHER • NEW SEALED BEAM HEADLIGHTS WITH SEPARATE PARKING LIGHTS • SUPER-SILENT VALVE-IN-HEAD ENGINE • PERFECTED HYDRAULIC BRAKES • LARGER TIPTOE-MATIC CLUTCH.

\*On Special De Luxe and Master De Luxe Series.

## "Chevrolet's First Again!"

*Eye It..  
Try It..  
Buy It*

## \$659

MASTER 85 BUSINESS COUPE  
Other models slightly higher

\*All models priced at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

CHEVROLET MOTOR DIVISION  
General Motors Sales Corporation  
DETROIT, MICHIGAN

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# Why don't You try Linit for the Bath today?



Swish  
a cupful or  
more of Linit  
in your tub of  
warm water...  
step in... and  
relax for fifteen  
minutes. You will  
find yourself enjoy-  
ing this delightful  
Linit Bath. The cost  
of Linit is trifling.  
AT GROCERS EVERYWHERE



and here's  
SOMETHING NEW!  
LINIT  
ALL-PURPOSE POWDER  
for every member of  
the family. Delight-  
fully different.  
TRY IT TODAY!

## LETTERS TO THE EDITORS

(continued)

islands off the coast of Scotland where they make Harris tweeds and where Ramsay MacDonald's family comes from. New Hebrides is what you meant.

JOSEPH FINK

New York, N. Y.

● New Hebrides it should have been. However, LIFE is not as wrong as Reader Fink thinks. There actually has been cannibalism in Scotland. A traditional story there tells about a rogue named Sawney Bean, who supported himself and his family by kidnaping and highway robbery. When His Majesty the King in person, with a force of 400 men and a pack of bloodhounds, set out on his trail, they found him in a cave among the sea cliffs in the county of Galloway. What they saw when they entered the cave made them shudder. Sawney Bean had eaten his captives. Legs, arms, thighs, hands and feet of men, women and children, were hung up in rows, like dried beef. "A great many limbs had been pickled."—ED.

### German Stag Hunt

Sirs:

Your articles by Sir Neville Henderson were great. His description of the stag hunt in the March 25 issue reminds me of the fun the Americans had in the Army of Occupation AEP 1918-19. We were near a preserve and killed a good many deer. The German people would throw up their hands in horror to think we would kill the Kaiser's game.

Wouldn't it be a headache for Game Warden Göring if Americans should get into his game herds again?

WILLIAM R. WEIR

Colorado Springs, Colo.

### "Dry" Chick

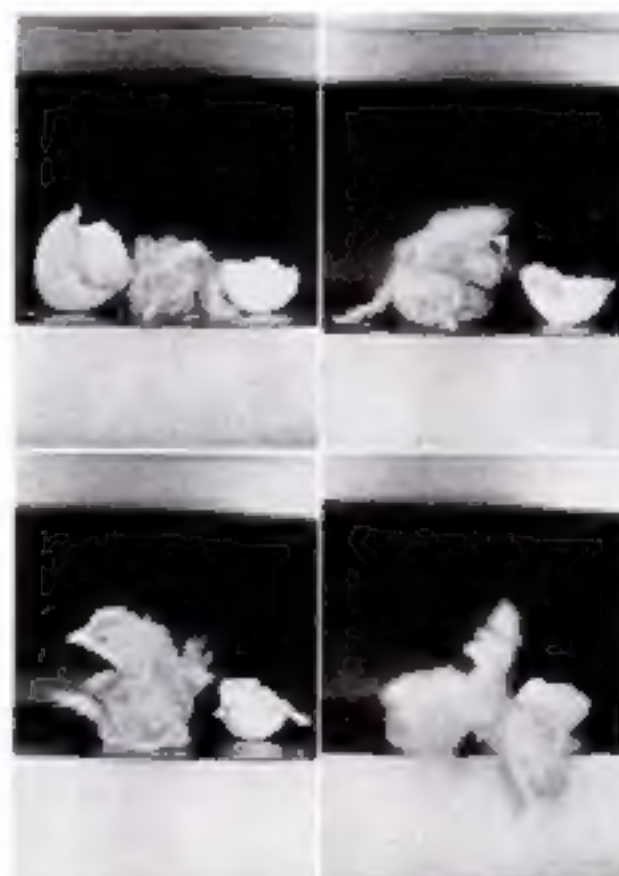
Sirs:

That gigantic testing machine you had pictures of in your March 25 issue is surely a marvel—especially when you consider it can hatch out a "dry" chick—this is better than any old hen can do.

JOHN L. OLMSTED

Grangeville, Idaho

● The testing machine is a modest worker, does not claim to be better



### CHICK DRYING OUT

than any old hen. Actually considerable time elapsed between the picture of the egg in the machine and the picture showing the newly hatched chick. During that time, the chick dried out. The new reel sequence above shows what happened while he was drying. In the last frame, he is falling off machine.—ED.

(continued on p. 8)



Every pair made with loving care... to bring you glamour, beauty, extra wear. Preferred by millions of women... Sold by over 6,000 stores, coast to coast. 79c to \$1.35



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Leading Lady HANDBAGS

Saddle stitching, distinguishing note of expensive handbags, wins new laurels in fashion and value, for this Leading Lady envelope model with zipper pocket. Ideal with your tweeds, sheers, and wafer-thin woollens!

Calf-grain in black, blue, white, turt-tan. Patent-grain in black, red, Kelly green.

If your favorite store cannot supply you, send \$1.00 direct to

\$1

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# BRING LIFE TO YOUR LIPS

with



Helena Rubinstein's  
new **"LIFE RED"**  
lipstick & make-up

Already a tremendous success!  
—this breath-taking new color  
which Helena Rubinstein so  
aptly named LIFE RED, because  
it brings to your lips vivid  
young color, an invigorating soft  
texture—the exciting vitality of  
Life itself!

LIFE RED is a fresh, bright, friendly  
color—so artfully blended that  
it "tones" with every complexion—  
will be stunning with sun-  
tanned faces this summer! It's  
the perfect accent, besides, for  
your lively Spring and Summer  
wardrobe. LIFE RED lipstick,  
1.00, 1.50. Matching Rouge,  
1.00, and Nail Groom, .60.

Complete your enchanting Spring por-  
trait with Town & Country Make-up  
Film, the unique foundation that  
gives an exquisite soft finish to your  
Powder, keeps your make-up fresh,  
lasting, and beautifully blended all  
day, indoors and out. 1.00, 1.50.

Try Helena Rubinstein's gentle, pro-  
tective Face Powder, in Mauresque,  
or other glorious skin-blending  
shades. The new Apple Blossom Face  
Powder will delight you further with  
its fetching fragrance. 1.00. Other  
powders, 1.50, and 3.50.

**helena rubinstein**  
715 Fifth Avenue, New York

## LETTERS TO THE EDITORS

(continued)

### Crow Slaughter

Sirs:

Pity, shame and indignation—those  
were my reactions to LIFE's descrip-  
tion and pictures of the mass slaughter  
of crows in Illinois (March 25). Pity for  
the defenseless creatures, murdered  
most foully as they slept; shame that  
such an inhuman plan should be spon-  
sored by one of our States; indignation  
at the "sportsmanship" of organiza-  
tions apparently not only willing but  
eager to carry out such a cowardly  
assignment.

Man should not assume that he was  
put into this world for himself alone—  
he is only the steward of what he finds  
here, and it is distinctly not within his  
province to visit mass death and de-  
struction upon the lesser creatures who  
share the earth by the same Almighty  
Birthright as himself.

WILLIAM E. SLOAN JR.  
Rochester, N. Y.

### Publication Date

Sirs:

In behalf of the photographer-author,  
Ivan Dmitri, as well as ourselves, we  
extend our heartfelt thanks to LIFE for  
that grand and colorful story on Koda-  
chrome and How to Use It (LIFE,  
March 18).

May we ask you to correct an over-  
sight: LIFE said this book was "pub-  
lished recently." Actually, it is now—  
March 29—still on press up at the  
Condé Nast plant and first copies will  
be ready only some time after April 15.  
This is official!

RICHARD L. SIMON  
Simon & Schuster, Inc.  
New York, N. Y.

### Drunks in Virginia City

SIRS:

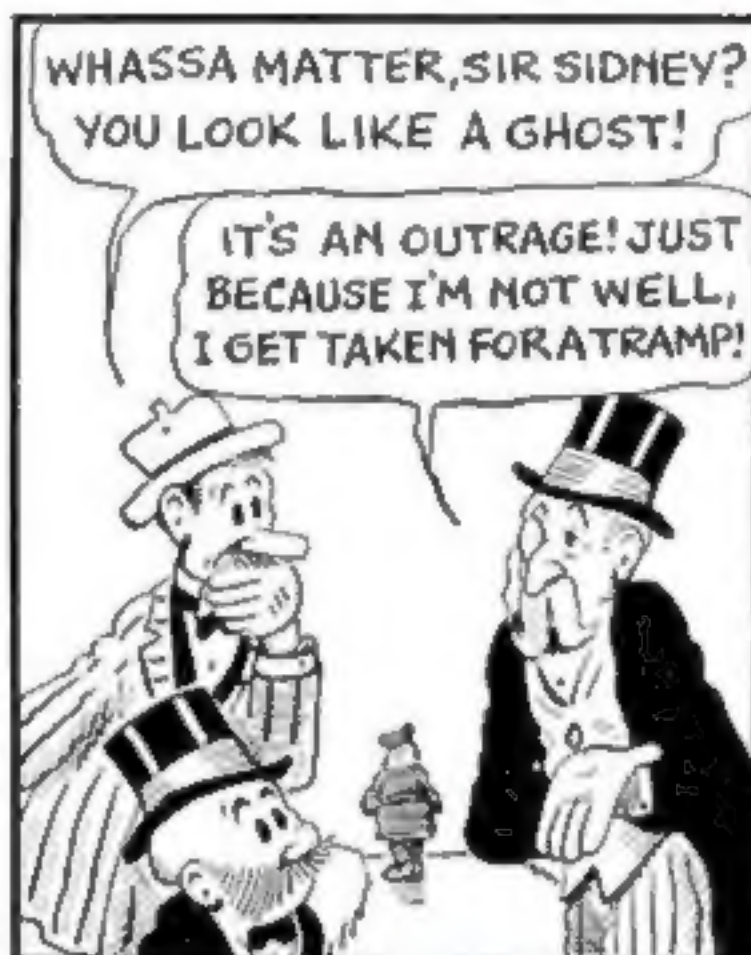
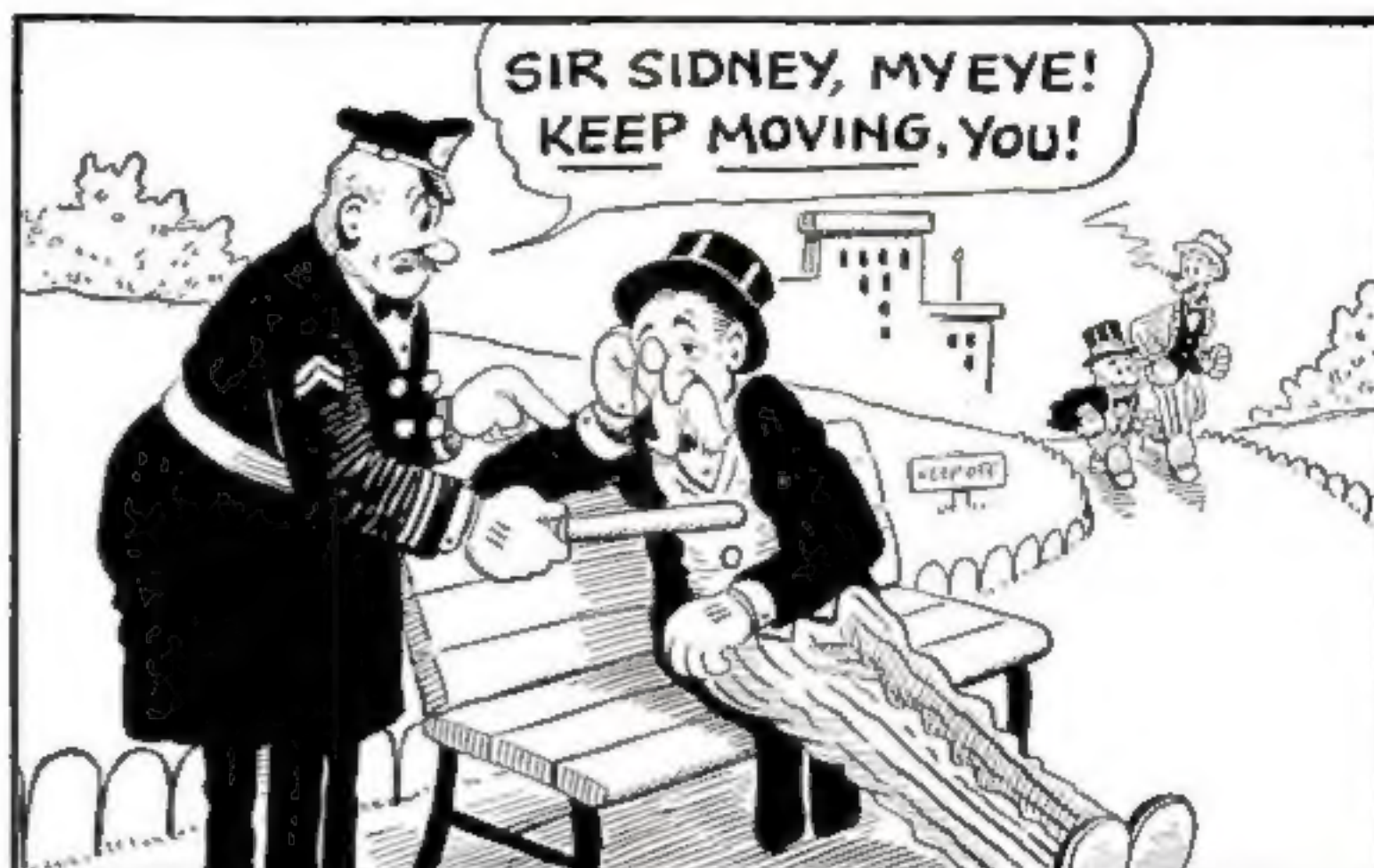
THE UNDERSIGNED, REPRESENTING THE PEOPLE OF VIR-  
GINIA CITY, DEMAND THAT YOU RETRACT AND APOLOGIZE  
IN YOUR NEXT ISSUE THE FOLLOWING STATEMENT PUBLISHED IN APRIL FIRST ISSUE,  
PAGE 32: "LAST FORTNIGHT,  
ITS POPULATION TOTALED 500.  
MOST OF WHOM GOT SO DRUNK  
THAT WARNER BROS. CUR-  
TAILED ITS VISIT AND HUSTLED  
ITS VALUABLE STARS BACK TO  
RENO'S SAFER STREETS." THIS  
STATEMENT IS FALSE AND AN  
INSULT TO THE PEOPLE OF VIR-  
GINIA CITY.


WILL COBB, STATE SENATOR  
THOMAS LYNCH, ASSEMBLYMAN  
VIRGINIA CITY, NEV.

● Thousands of visitors poured into  
Virginia City that day. Probably  
they were the ones who raised most  
of the commotion. The fact remains  
that what made the movie stars  
hustle back to Reno was the conduct  
of the patrons of the Virginia Theatre  
where the stars were scheduled to  
make personal appearances. Said a  
U. P. dispatch to the New York  
Times: "So gala was the occasion that  
Manager Hart installed a bar in his  
lobby and served free whiskey and  
champagne to all ticket holders. . . .  
Manager Hart rushed new relays of  
case goods from the Bucket of Blood  
across the street." When the War-  
ner Bros. executives reached the the-  
ater, they decided the patrons were  
drunk, that the situation was too  
dangerous for them to risk their  
valuable stars. If Errol Flynn, for  
instance, had received a black eye  
from a flying bottle, it would have  
cost them \$20,000 a day. So they  
took everybody back to Reno.—ED.


## MUTT AND JEFF

—by Bud Fisher





IS there a better way to correct consti-  
pation than just bearing it first and  
trying to "cure" it later? There is, if it's  
the common kind (due to lack of the  
right kind of "bulk" in the diet). Get  
at the cause and prevent the trouble  
with that delicious cereal—KELLOGG'S  
ALL-BRAN. Eat it daily and drink plenty  
of water. Made by Kellogg's in Battle  
Creek. Sold by every grocer.



Copyright, 1940, by Kellogg Company

Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**



# EXCLUSIVE TWIST

in the handle of the D. D. Tooth Brush



## MAKES IT EASY

to brush teeth as your dentist advises



It sounds incredible—that just a simple twist in a tooth brush handle can actually revolutionize dental care.

But thousands who are using the amazing new D.D. tooth brush have found it to be the truth. The secret is in the twisted handle—exclusive with the D.D. tooth brush.

It enables you to clean your teeth—easily, naturally—with the correct brushing motion your dentist recommends. You'll be delighted with the efficient way the D.D. does a better job—easier—and cleans all exposed surfaces of the teeth.

Not only does the D.D. tooth brush turn effortlessly into the difficult spaces between the teeth... it also massages the gums in the same motion. And it's this splendid stimulating massage that helps make

your gums firmer, stronger and healthier.

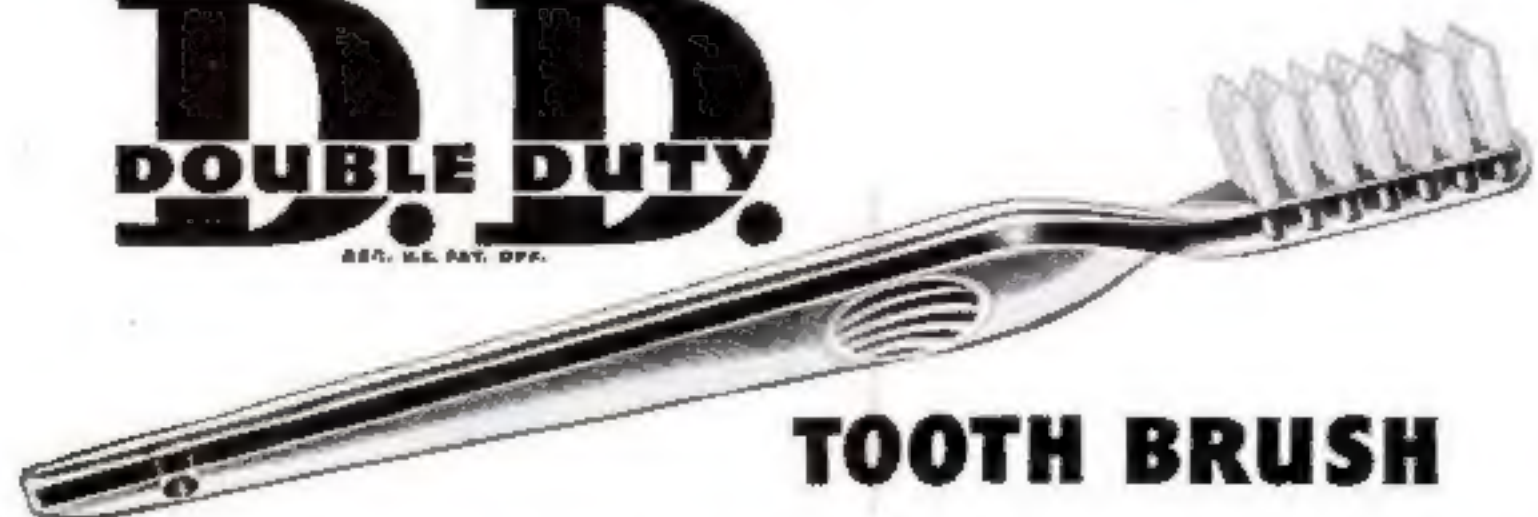
Here is a tooth brush totally unlike all others... a tooth brush that is a real advance in modern oral hygiene... a tooth brush that over 1,000 dentists helped design. From tapered, twisted handle to its selected bristles—the D.D. is designed to clean teeth more effectively.

### Try This Remarkable Tooth Brush Yourself

Get a new D.D. tooth brush from your druggist today and let it show you how much it can help your smile. You'll marvel at how efficiently it cleans your teeth and massages your gums.

Yes, and you'll see that this double care of teeth and gums is a real aid to brighter teeth and a lovelier smile.

**D.D.**  
**DOUBLE DUTY**  
REG. U.S. PAT. OFF.



## TOOTH BRUSH

DESIGNED WITH THE AID OF OVER 1,000 DENTISTS

## FROM LIFE'S CORRESPONDENTS

Young vs. Japan

Chungking, China

Now that James R. Young, the American correspondent who was jailed by the Japanese, has been released, I can tell you about something that happened when he was here in Chungking. Young, the head of the I.N.S. bureau in Tokyo, was arrested, as you know, because of the stuff he sent from China.

I came back from northwest China to find Young in Chungking. I loaded him down with stuff I picked up and in his dispatches Young used some of the barbarism I described. One afternoon a friend of mine said to Young: "The Japs will certainly shoot you for the stuff you're sending out of here."

We laughed at him and decided to snap some pictures illustrating the joke. Young hauled out his typewriter and posed in front of the Press Hostel as if at work on an article. I hauled



WHITE (LEFT) AND YOUNG

out all the war trophies I had picked up at the front—Japanese overcoat, cap, weapon—and posed as a Japanese soldier taking aim at Jim. I enclose the prophetic picture (see above).

This is not the first time Jim has had a run-in with the Japanese Army. A few years ago, someone decided that the trumpeting in the Imperial Army was pretty bad and selected one hundred of the worst trumpeters to undertake special trumpeting practice. The place chosen for the trumpeting was the park under Jim's window in Tokyo, the hour was 6 in the morning. Jim got tired of listening to the hundred worst trumpeters in Japan every morning and sent a letter to the Ministry of War asking them please to send their trumpeters to practice somewhere else.

Two days later a polished young lieutenant appeared outside his door and clicked his heels. Was this Mr. Young? The Ministry of War had received his letter; the Imperial Army had been insulted. Would Mr. Young withdraw the letter? If not, it might be dangerous. Jim refused to withdraw the letter and sent a second letter protesting against both the trumpeters and the Ministry of War to the Foreign Office in Tokyo. The Foreign Office replied, told him that the Imperial Army was furious, that he had best pack his family off immediately to the Imperial Hotel and stay there till the storm blew over. One more black mark on his dossier.

T. H. WHITE

Electricity is International

Paris, France

(not passed by the censor)

I have finally been able to track down and fully verify the elusive and

(continued on page 11)

## Clear, Soothe TIRED\* EYES in Seconds!



Only TWO DROPS of this eye specialist's formula are needed to SOOTHE and REFRESH dull, tired eyes... Its special EXCLUSIVE ingredient quickly CLEARS eyes red and inflamed \*(from late hours, fatigue, driving, overindulgence, etc.).



Thousands prefer stainless, sanitary, safe EYE-GENE, because it is quickly EFFECTIVE in making EYES FEEL GOOD. WASH your eyes with EYE-GENE today. On sale at drug, department and ten-cent stores.

USE



**EYE-GENE**

*British Columbia*

THE VACATION-LAND THAT HAS EVERYTHING!

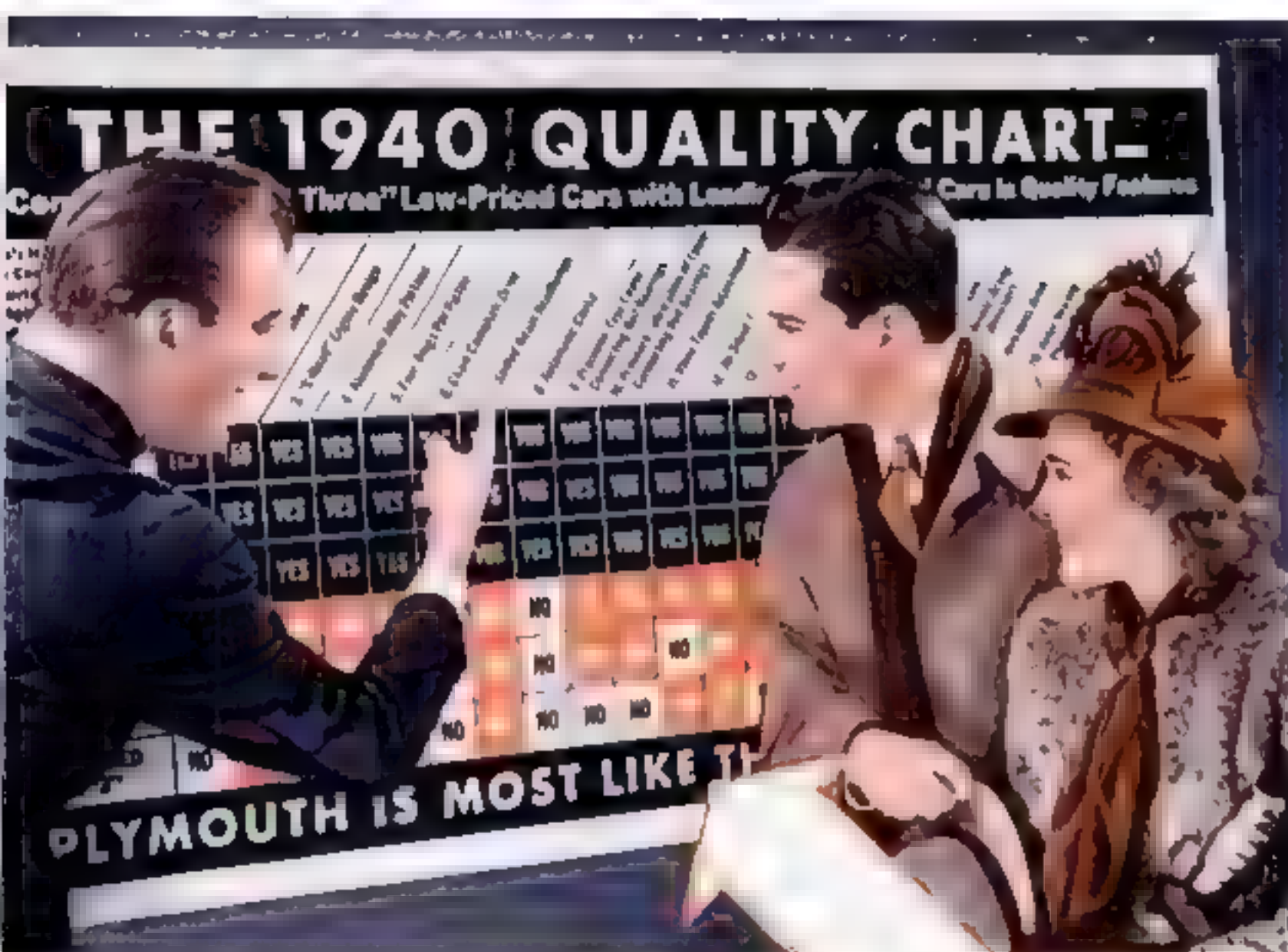
This year, with most favorable rates of exchange, and no passport or other border requirements, you can't afford to pass up British Columbia. From sheltered seaways to the Rockies, this great natural parkland affords every sport and recreational facility. Write for information and free illustrated literature to the

BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU  
VICTORIA, B.C. CANADA





# YOU Get the Benefits of this Comparison!



YOU'LL BE REWARDED WITH FINER QUALITY—MORE CAR FOR YOUR MONEY—WHEN YOU JUDGE "ALL 3" LOW-PRICED CARS THIS EASY "ONE-TWO" WAY!

**ONE** See the 1940 Quality Chart to discover what "All Three" low-priced cars give you in room, safety, economy—in *fine-car* features.

**TWO** Take the 1940 Plymouth's thrilling Luxury Ride to discover how finer car quality increases your riding pleasure and enjoyment! Do it today!

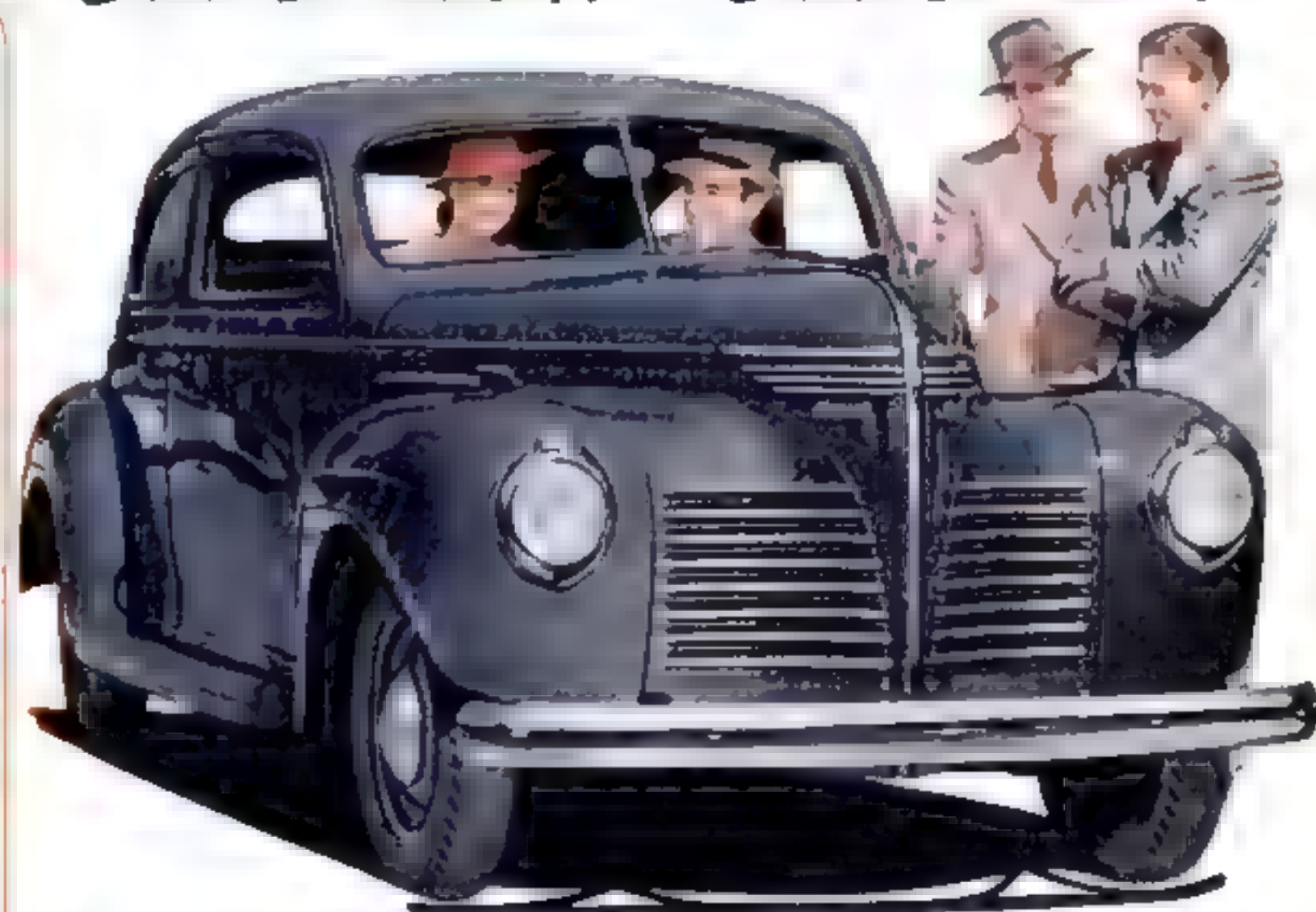
OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS—

*Plymouth has 21... Car "2" has 11... Car "3" has 8*



GET THE BEST CAR THE "ONE-TWO" WAY

1. SEE THE QUALITY CHART  
2. TAKE THE LUXURY RIDE



## Here's Where Plymouth Gives More For Your Money

Plymouth is the biggest of "All 3" low-priced cars with a 117" wheelbase... compared to 112" and 113" for the "other two."

Plymouth alone gives you the smoothness of front coil springs on all models at no extra cost.

Plymouth alone gives you the economy and long life of 4-ring, aluminum alloy pistons.

Plymouth's big, 84-horsepower "L-head" engine gives you thrilling performance and economy. Vital engine parts are Superfinished.

THIS YEAR, in fairness to yourself, find out this easy way what each of "All Three" low-priced cars gives you. Then decide!

The 1940 Plymouth is winning new owners by the thousands, on the basis of just such comparisons.

You'll discover on the 1940 Quality Chart that this year's high-priced cars resemble each other on 22 important features. But Plymouth is the only one of "All Three"

low-priced cars that gives you a majority of these important features.

See the 1940 Quality Chart at your Plymouth dealer's. Then take Plymouth's Luxury Ride. You'll find new enjoyment when you drive the one low-priced car that's most like the high-priced cars.

Remember, Plymouth is easy to buy! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich. Major Bowes, C.B.S., Thurs., 9 to 10 P.M., E.S.T.

BUSINESSMEN: See the New 1940 Low-Priced Plymouth Commercial Pick-Up and Panel Delivery.

# 1940 PLYMOUTH

COUPES \$645 | SEDANS \$699  
START AT

—Delivered in Detroit, Mich. Prices include Federal taxes. Transportation and state, local taxes, if any, not included.



Copyrighted material



# Kelvinator Did It!

*Today Kelvinator shows the amazing results of its 1940 Program of Large-Volume Production and Low-Cost Selling—a line of Larger...Finer Refrigerators at Prices Never Possible Before!*

*Look at the Size!  
Look at the Name!  
Look at the Price!*



**SIZE**  
**BIG 6**  
6 1/2 cubic foot  
Large "Family-Size"



**NAME**  
**NEW 1940  
KELVINATOR**  
FROM THE OLDEST MAKER OF  
ELECTRIC REFRIGERATORS



**PRICE**  
**\$114.75\***  
DELIVERED IN YOUR KITCHEN  
WITH 5 YEAR PROTECTION PLAN



**HAVE YOU SEEN** the 1940  
Kelvinator Electric Ranges,  
Washers and Water Heaters?  
The year's best values! See  
them at Kelvinator dealers.

© 1940, Nash-Kelvinator Corp.

**N**OW, Mrs. America, look how you *save*! Here's a full line of big 6 and 8 cubic foot, 1940 Kelvinators. They're easily the best and most beautiful we ever built. Not a single out-of-date, last year's model among them.

And no matter *which* one you choose... from the big \$114.75\* model right on up... you save \$30 to \$60 over last year's prices!

How did Kelvinator do this in the face of rising costs? Read the answer.

**FIRST**, we found a more efficient way to distribute Kelvinator products... and we cut the cost of selling. This made a big saving.

**SECOND**, by putting 96% of our production on 6 and 8 cubic foot size models, we are able to build better refrigerators at *lower* cost.

**THIRD**, in anticipation of greatly increased sales, we have doubled our production schedules, and passed the manufacturing savings to you.

Now look what you *get*! The beautiful white cabinet is welded steel, with Porcelain-on-steel inside, and bright, long-life Permalux outside. It has 84 ice cube capacity—9 lbs., automatic light, cold storage tray, Kelvin Control, and 17 other features.

What's more, it's powered by the famous

Polarsphere sealed unit that uses current less than 20% of the time, and has power enough to keep 5 refrigerators cold, under average household conditions. You can save many dollars a year on current costs alone! And it is backed by Kelvinator's 5 Year Protection Plan.

Why put up any longer with an undersized, wasteful refrigerator or old-fashioned ice-box? There's a full line of six and eight cubic foot size Kelvinators to choose from... at any one of Kelvinator's 5000 dealers. *And every one* has been greatly reduced in price. Reductions range from \$30 to \$60. Go see them—and Look at the Size! Look at the Name! Look at the Price!

**KELVINATOR DIVISION**  
NASH-KELVINATOR CORP., DETROIT, MICH.

\*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies.

See these other big **KELVINATOR** Values for 1940



**TO HELP YOU PICK** the best refrigerator for your money, your Kelvinator dealer will gladly give you a free copy of "The 1940 Refrigerator Guide." It contains complete, authoritative information regarding 1940 refrigerator values.



**WANT A COMPLETELY EQUIPPED REFRIGERATOR?** Model S-6 has big Vegetable Bin, New-type Ice Trays, Sliding Crisper Compare with \$180 refrigerators. Kelvinator's new price only... **\$139.95\***

**WANT "MOIST-COLD"?** Model HS-6 has new "Moist-Master" System—decreases the loss of moisture from foods. Compare with \$230 refrigerators. Kelvinator's new price only... **\$169.95\***

**WANT ALL DE LUXE FEATURES?** Model R-6 has De Luxe equipment, Two Crispers, Cold Chest, Speedy Cube Trays, etc. Compare with \$210 refrigerators. Kelvinator's new price only... **\$179.95\***

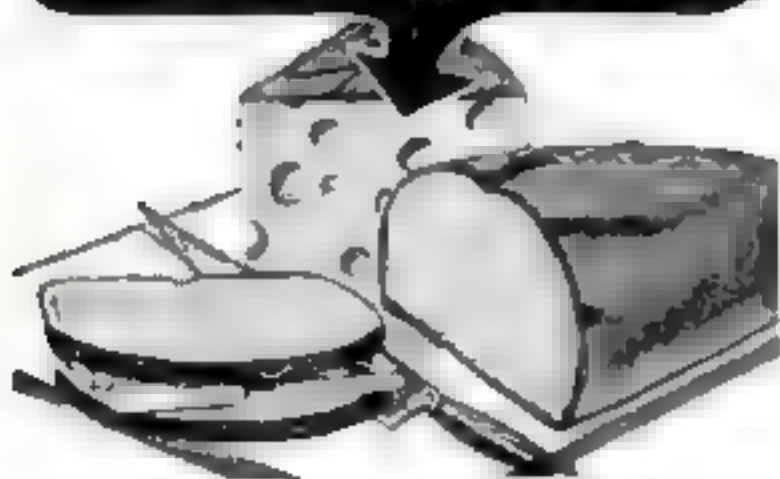
**WANT THE FINEST REFRIGERATOR MADE?** It's Model HD 6. Has all conveniences, plus "Moist-Master" System. Compare with \$230 to \$300 refrigerators. Kelvinator's new price only... **\$209.95\***



## BEST FOODS MUSTARD WITH HORSERADISH



Gives a grand new  
wallop to  
"SWISS ON RYE!"



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how much more zip it has! Inexpensive, too! Good food stores everywhere now carry this exciting new kind of mustard.



## Weldon Pajamas FOR "HARD TO FITS" At No Extra Charge



MR. STUBB MR. BIG MR. LONG

You don't have to buy custom made pajamas to get exact fit. Weldon sees to it that there are no forgotten men ... by fitting them all.

IF YOU ARE 5' 6" OR LESS YOU WEAR **MR. STUBB**  
IF YOU ARE EXTRA LARGE YOUR SIZE IS **MR. BIG**  
IF YOU ARE A SIX FOOTER ASK FOR **MR. LONG**

Many models, patterns and fabrics from which to choose  
Priced at \$2. and upwards.

At your favorite store or write for nearest dealer  
WELDON PAJAMAS, 1270 BROADWAY, N. Y.

## FROM LIFE'S CORRESPONDENTS

(continued)

fascinating story of the Kembs dam. This Rhine power dam has its power-producing plant on the French side, but the majority of its customers are in Germany. In the early days of the war, current toward Germany was shut off. Not many days afterward, the French operating company received word that the German customers were willing and anxious to continue receiving service and paying bills. The deal was quietly put through and the German customers receive their French electricity.

There is an amusing minor counter-part of this more serious matter of inter-belligerent trade, which I heard from a reliable officer on leave. He is stationed just at the point where France, Germany and Luxembourg join; and it appears that at this point there were twin villages on either side of the frontier. The electric-light plant for these villages was in the German one and the Germans cut the current. The French promptly shelled the German village. After several hours, the current came on again. The shelling ceased.

Two weeks ago, the current stopped again. But not ten minutes passed before a German loud-speaker went into action. "Please restrain your fire," said a voice in French. "The cutting of the current is due, not to political, but to purely technical reasons." The French, roaring with laughter, did "restrain," and sure enough, within two hours, the French troops were enjoying free German electricity.

JAMES T. ROBBINS

Anastasia

Paris, France

Anastasia is the French censorship. To the cartoonists, she is a homely, crabbied old maid, armed with a long pair of shears. When she deletes a story from a French paper, the editor fills the space with a drawing of Anastasia herself or of her shears or of Jacques Bonhomme, a little man with a mustache and a derby hat, who furiously resents Anastasia. I am enclosing some of these drawings (see below and next page). It is all in good fun and Anastasia, who censors everything else, never censors a jibe at herself.

ANDRÉ MARTIN



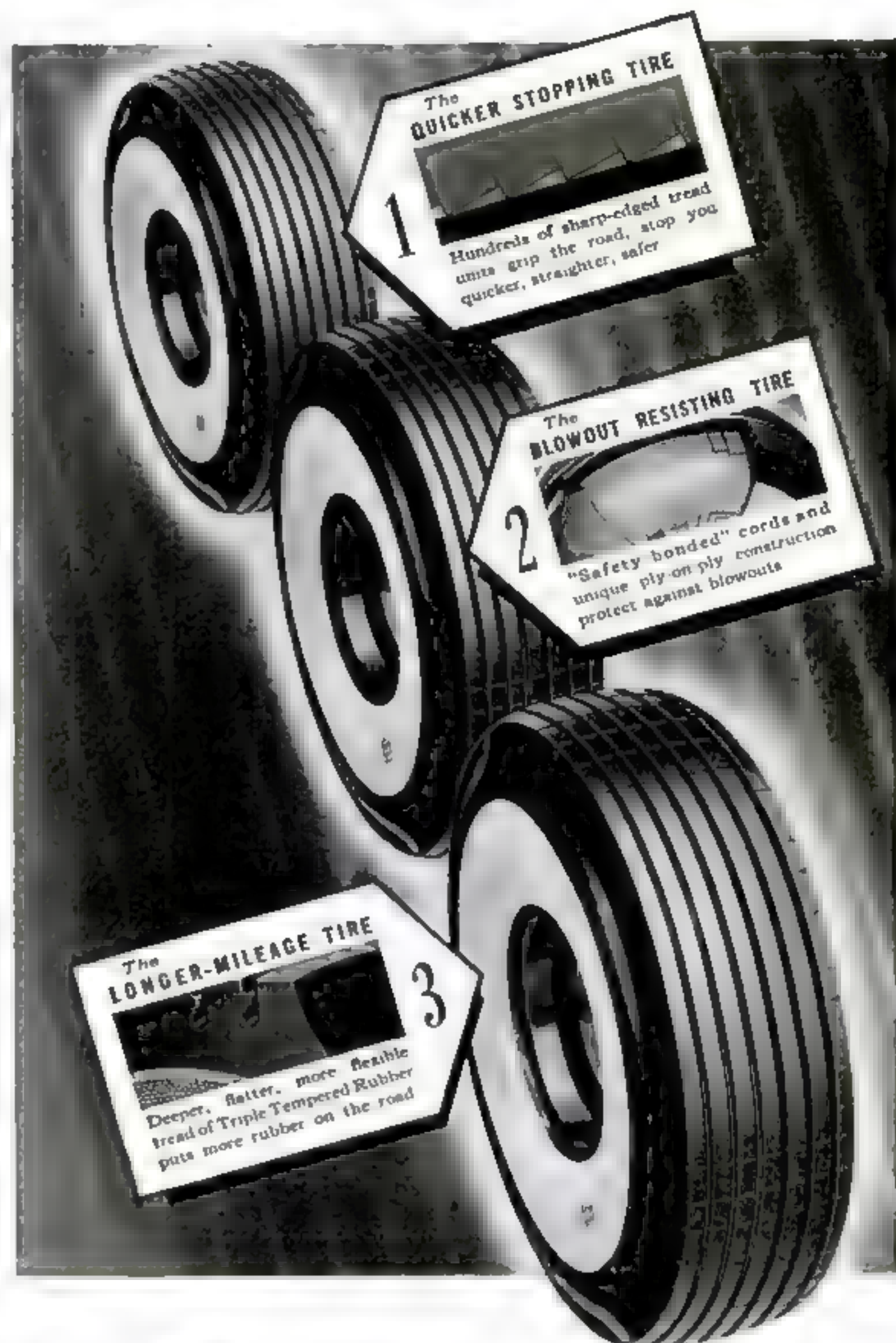
ANASTASIE IN ACTION



JACQUES BONHOMME

(continued on next page)

# U.S. ROYAL MASTER THREE TIRES IN ONE!



With 3-Way Protection against Skids! Blowouts! Wear! This famous safety tire actually gives you 3 TIRES-IN-ONE

Safe mileage, yes! And U. S. Royal Masters are giving phenomenal long mileage too! Ask your U. S. Tire Dealer to show you records of Royal Master users, proving that this famous safety tire actually lowers cost-per-mile. In fact, extra mileage is one of the big reasons why more than half of each year's Royal Master Tires are bought by Royal Master owners. Remember, the dollar you invest in safe mileage this year might easily be the most important dollar you'll have to spend!



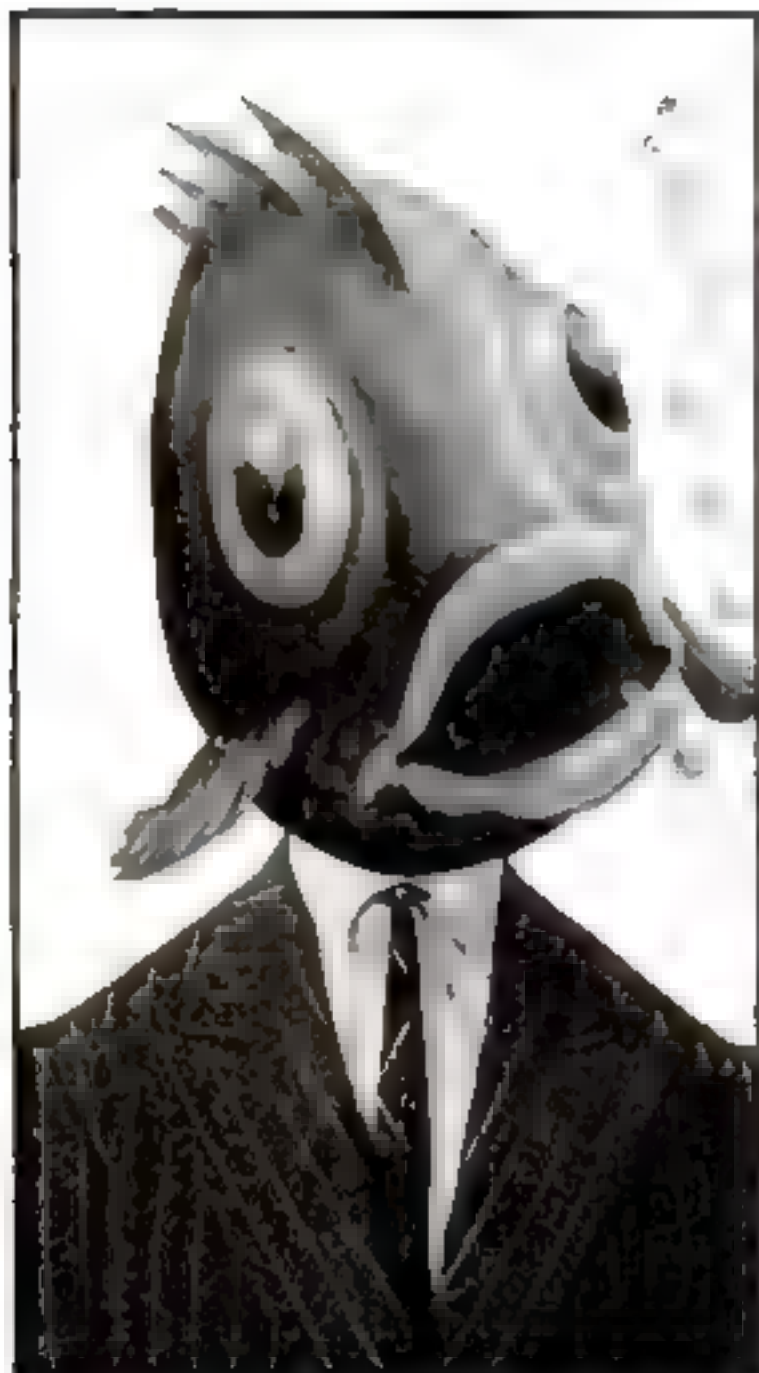
UNITED STATES RUBBER COMPANY

Rockefeller Center, N.Y.C. • In Canada: Dominion Rubber Co.  
U. S. Tire Dealers Corporation

U. S. TIRES ARE GOOD TIRES



# not Fish, Flesh, nor Fowl



1. **SOME MEN** get fish-eyed and burbly from collars that have shrunk too tight. But not men who wear Arrow Shirts! Arrows are Sanforized-Shrunk; the fabric can't shrink even 1%!



2. **IF YOU HAVE** the bulk of a bear, then big, bunched shirts may be ok. Otherwise you'll prefer the trim, tailored Mitoga-cut of Arrow Shirts: curved waist, sloped shoulders, tapered sleeves.



3. **SOME MEN'S COLLARS** remind you of the wattle on a fowl's neck. If you want shirts with the best-looking collars made, wear Arrows. Arrow has been tops in collars since 1861!



4. **HOMO SAPIENS** is at his best in perfectly tailored, perfect-fitting Arrow Shirts. Get Arrow *Hitt* (with non-wilt collar) and Arrow *Gordon Oxford* at your Arrow dealer's now. \$2.

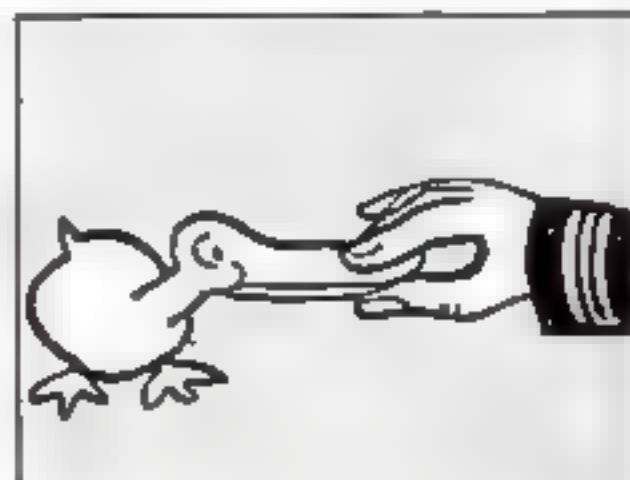
## ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

*Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit*

### FROM LIFE'S CORRESPONDENTS

Anastasia (continued)



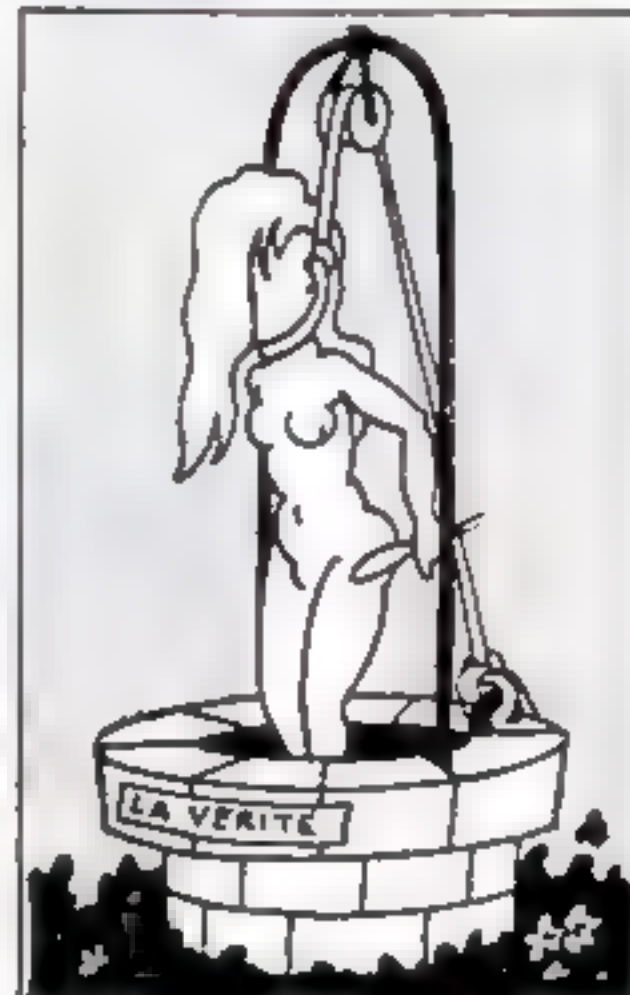
THE CENSORSHIP



PORTRAIT OF ANASTASIE



JACQUES GETS GAGGED



TRUTH IS STRANGLED



ANASTASIE IS A PRUDE

### GUINNESS makes any BEER



-taste  
**BETTER**

**Stout your beer with Guinness.** Watch Guinness add a rich colour and head to any beer. Taste it! Discover the new body, the briskness, the clean, dry flavour your beer now has.

There's only one drink that's better—Guinness straight. Enjoy it before or with meals—or before retiring. At bars, restaurants—or from your grocer or package store.

GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759, it matures over a year in oak vats and bottles. Like draught beer, Guinness is not pasteurized, nor filtered. It thus contains active yeast... all its natural goodness.

## GUINNESS IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A. FREE: Irish Recipe recipe. Also Story of Guinness, 44 pictures, write: Guinness Dept. X-233, W. A. Taylor & Co., 10 Rockefeller Plaza, N. Y. C. Copy, 1940, W. A. Taylor & Co. GU-233

### HOT DAN THE MUSTARD MAN



**FOR SANDWICHES  
WITH TASTE ALLURE  
USE FRENCH'S MUSTARD  
PLEASE!  
THE SPICY FLAVOR'S  
PERFECT WITH  
TOMATOES, EGGS  
AND CHEESE**

#### CREAMIER

You'll like its smooth, creamy texture. Blends wonderfully with salad dressings.

#### LIGHTER

Its bright golden color results from a blend of the finest mustard seed, spices, vinegar.

#### PURE

No artificial preservatives or adulterants are ever used in French's.



**MILLIONS PREFER IT  
LARGEST SELLING PREPARED  
MUSTARD IN U. S. A. TODAY**



# For all SPORTS

Congress  
SUN OR RAIN

REVERSIBLE

TWO TONE

Jacket

\$7.95

Preferred by sportsmen everywhere, SunOrain Jackets are comfortable, roomy, smartly styled, windproof and water-repellent. Will keep you snug in a gale or dry in a shower. Five reversible color combinations: Forest Green & Fawn, Aspen Blue & Fawn, Lavender Green & Fawn, Leather Brown & Fawn, Navy & Natural.

Look for Congress Pure Wool Flannel Shirts in authentic Scotch Tartan plaids, fine plain colors or bold checks.

If your dealer can't supply you, send his name and address with check or money order for \$7.95, giving your size and color desired. Jacket will be sent promptly. Samples of fabric on request.

Made by  
**CONGRESS**  
Sportswear  
143 ESSEX ST., BOSTON, MASS.

## SOME FUN! TAKING PICTURES WITH NEW ARGOFLEX!



\$35  
SNAPS  
LARGE  
ALBUM-  
SIZE  
SHOTS

Complete with Leather Carrying Strap  
Carrying Case, \$5 extra

Every member of the family will enjoy using this new Argus Camera! Simply look in the brilliant ground glass, see picture actual size, focus and shoot! No fumbling! No squinting! No out-of-focus spots! Takes twelve 2 1/4 x 2 1/4" snaps on a standard 8-shot film. Has fast precision-built lenses and accurate high-speed shutter. Ask your local dealer for further information or write us direct.

**argus**  
CANDID CAMERAS

268 FOURTH STREET, ANN ARBOR, MICHIGAN

## LIFE'S PICTURES



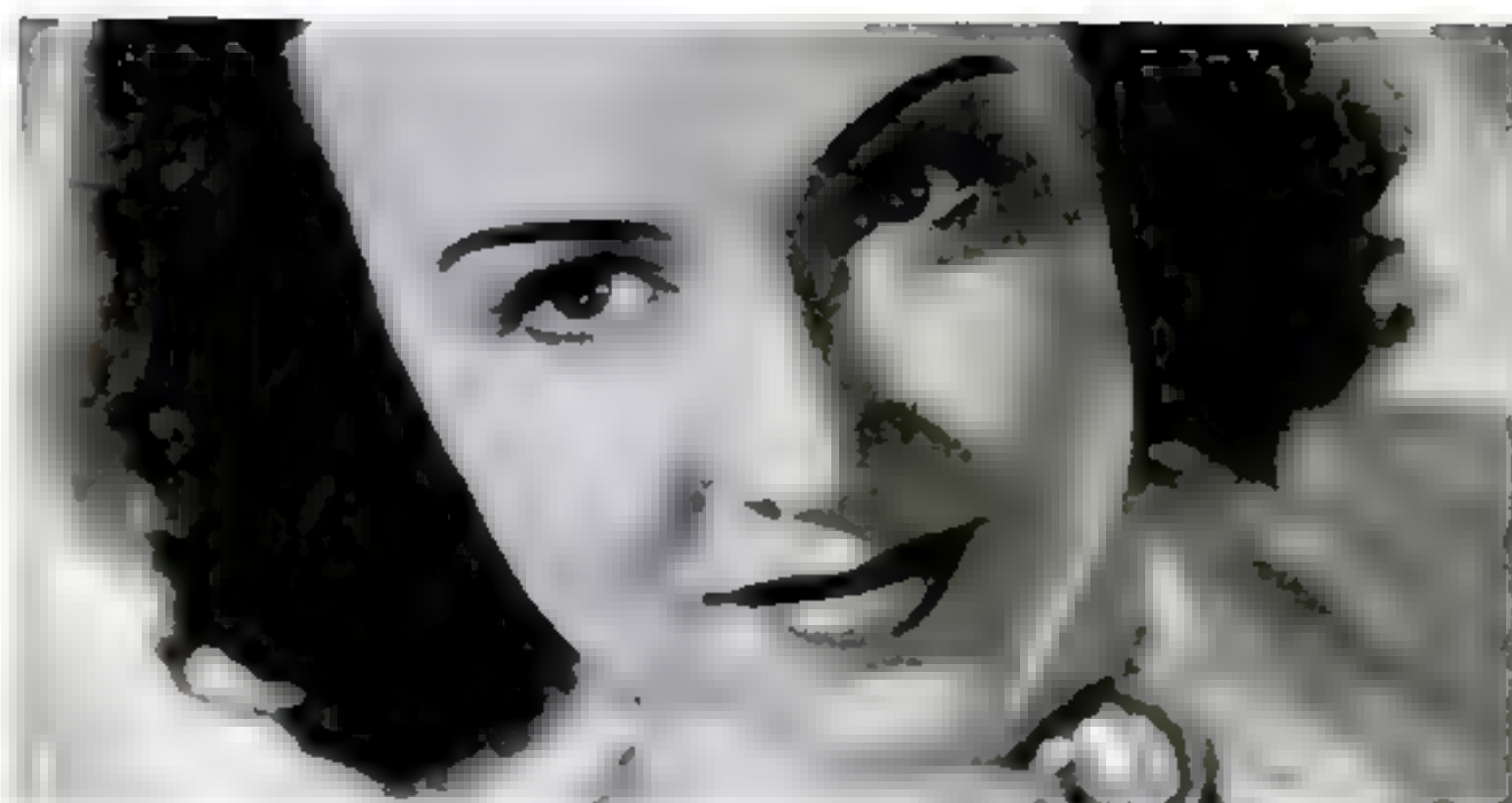
Eliot Elisofon has two picture stories in this issue: the Olneyville Boys Club (pp. 71-73) and Dr. Rhine's experiments in Extra-Sensory Perception (pp. 86-95). He says the Boys Club story was "right up my alley" because he was born on New York's Lower East Side and grew up in surroundings much like those of the Providence boys. "I talked to them in their own language," he says, "and threatened to throw out the first boy who looked at the camera. The boys were skeptical until I ordered one of them out of the pool. They're real kids—no fakes."

Elisofon prides himself on his documentary photography, notably LIFE's essay on Finland last October and the story on Cleveland Food Prices (Dec. 18, 1939).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—KNOPF-PIX  
1—EDMUND TAYLOR-PIX  
2—IRA M. FREEMAN  
3—T. H. WHITE  
11—LE CANARD ENCHAÎNÉ—L. OUYRE  
12—LE CANARD ENCHAÎNÉ—L. OUYRE—  
L. OUYRE—LE MERLE BLANC—L. OUYRE  
13—LYNN WESTCOTT  
14—DAVID E. SCHERMAN—HANSEL MITH  
COURTESY AMERICAN PATENT MODEL INC.  
DAVID E. SCHERMAN—HANSEL MITH  
COURTESY AMERICAN PATENT MODEL INC.  
DAVID E. SCHERMAN—HANSEL MITH  
COURTESY AMERICAN PATENT MODEL INC.  
DAVID E. SCHERMAN  
15—DAVID E. SCHERMAN—DAVID E. SCHERMAN  
HANSEL MITH COURTESY AMERICAN PATENT  
MODEL INC. DAVID E. SCHERMAN—DAVID  
E. SCHERMAN—HANSEL MITH COURTESY  
AMERICAN PATENT MODEL INC. DAVID E.  
SCHERMAN  
16—DAVID E. SCHERMAN—DAVID E. SCHERMAN  
—HANSEL MITH COURTESY AMERICAN PATENT  
MODEL INC. —HANSEL MITH COURTESY  
AMERICAN PATENT MODEL INC.  
23—DAVID E. SCHERMAN  
24—DAVID E. SCHERMAN etc. & T. H. WHITE  
25—DAVID E. SCHERMAN etc. & T. H. WHITE  
26—DUNTON GLOBE—BOWEN KALE—KALE  
CITY JOURNAL  
27—HERING, HART PRESTON  
28—JOHN PHILLIPS  
29—JOHN PHILLIPS—INT. JOHN PHILLIPS (2)  
—W. W. JOHNS PHILLIPS (2)  
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—LONDON ILLUSTRATED—INT. ACME  
31—HAROLD MORGAN  
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34—A. P.  
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36—HOWARD EARL DAY etc. etc. M. T. WOOD  
—RICK FROM ST. LOUIS POST-DISPATCH  
37—DIMITRI KESSEL—DAVID E. SCHERMAN—  
DIMITRI KESSEL  
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82, 83—CARR FROM B. A.  
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87—ELIOT ELISOFON  
88—H. A. ELIOT ELISOFON  
89, 90—ELIOT ELISOFON  
92, 93—From "EXTRA-SENSORY PERCEPTION"  
by J. B. RHINE PH. D. Published by DAVID  
E. SCHERMAN, INC., BOSTON SOCIETY FOR  
PSYCHIC RESEARCH  
94—ELIOT ELISOFON  
95—A. T. DEMETRI  
96—N. Y. DAILY NEWS—INT.—N. Y. DAILY NEWS  
—INT. INT. N. Y. DAILY NEWS—INT.  
N. Y. DAILY NEWS  
97—A. P.  
98—IRVING HABERMAN—IRVING HABERMAN,  
INT. INT. A. P. W. W. INT.  
99—IRVING HABERMAN—A. P. ACME—IRVING  
HABERMAN, INT. INT. IRVING HABERMAN  
100, 101, 102, 103—OTTO HAGEM  
106, 107, 108, 109—THE HYPERION PRESS

ABBREVIATIONS: BOT, BOTTOM; CEN., CENTER;  
EXC., EXCEPT; L. T., LEFT BY RIGHT; T. TOP; A.  
P. ASSOCIATED PRESS; B. A. BLACK STAR INT. IN-  
TERNATIONAL; P. L. PICTURES INC.; W. W., WIDE  
WORLD



Margaret Lindsey, featured in "The House of Seven Gables", a Universal picture, is a good subject for...



...the candid camera of Capt. Charles Quinn, pilot for Chicago and Southern Air Lines. Chicago and Southern's new fleet of...

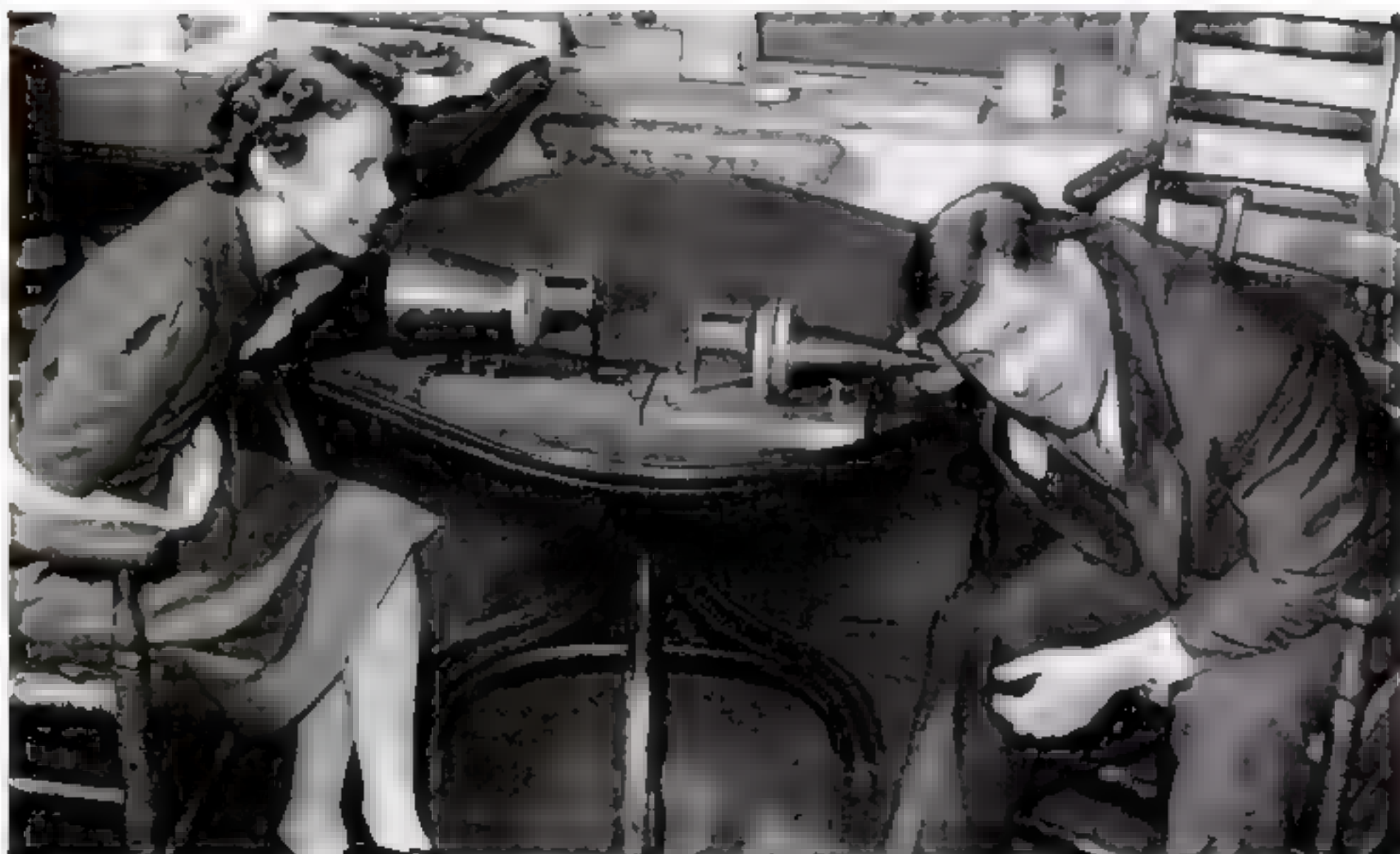


...21-passenger Douglas planes is Sinclair-lubricated exclusively. Why not take a tip from this famous air line and keep your car Sinclair-lubricated, too? Your...



...nearby Sinclair Dealer now offers you a special Sinclair-ize for Summer Service. It will make your car safer for warm weather driving—help prevent summer repair bills. Have your car Sinclair-ized now.





The telephone in 1876 was no more than an improved telegraphic device allowing more than one signal on the line at a time. Said Alexander Graham Bell in his patent applica-

tion: "I desire here to remark that there are many other uses to which these instruments may be put, such as . . . the telegraphic transmission of noises or sounds of any kind."

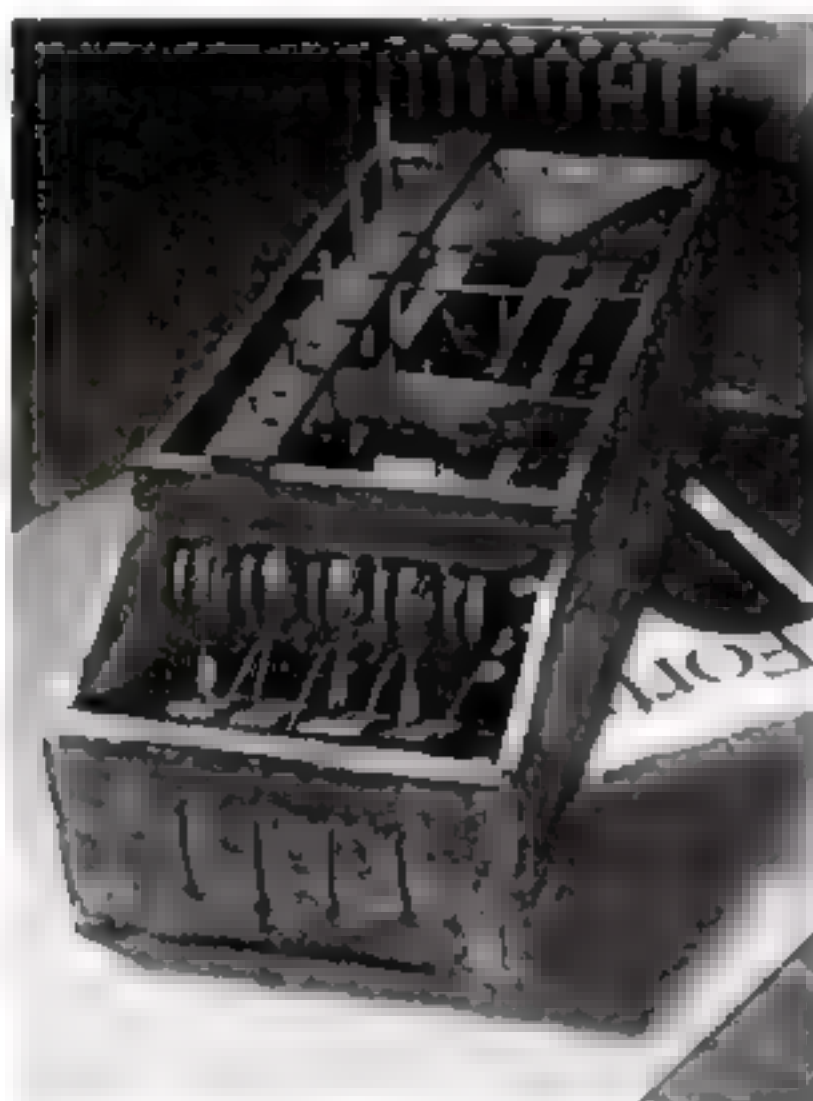
## SPEAKING OF PICTURES...

This week one of the few Government enterprises that make a profit celebrated its 150th year. The U. S. Patent Office, self-styled guardian of American ingenuity, looked back to the Act of Congress of 1790 that was its beginning and the more than 2,000,000 patents it has issued so far. To Washington to help celebrate went industrialists and inventors, tame and wild, headed by General Motors' Charles F. Kettering, himself a holder of some 500 patents.

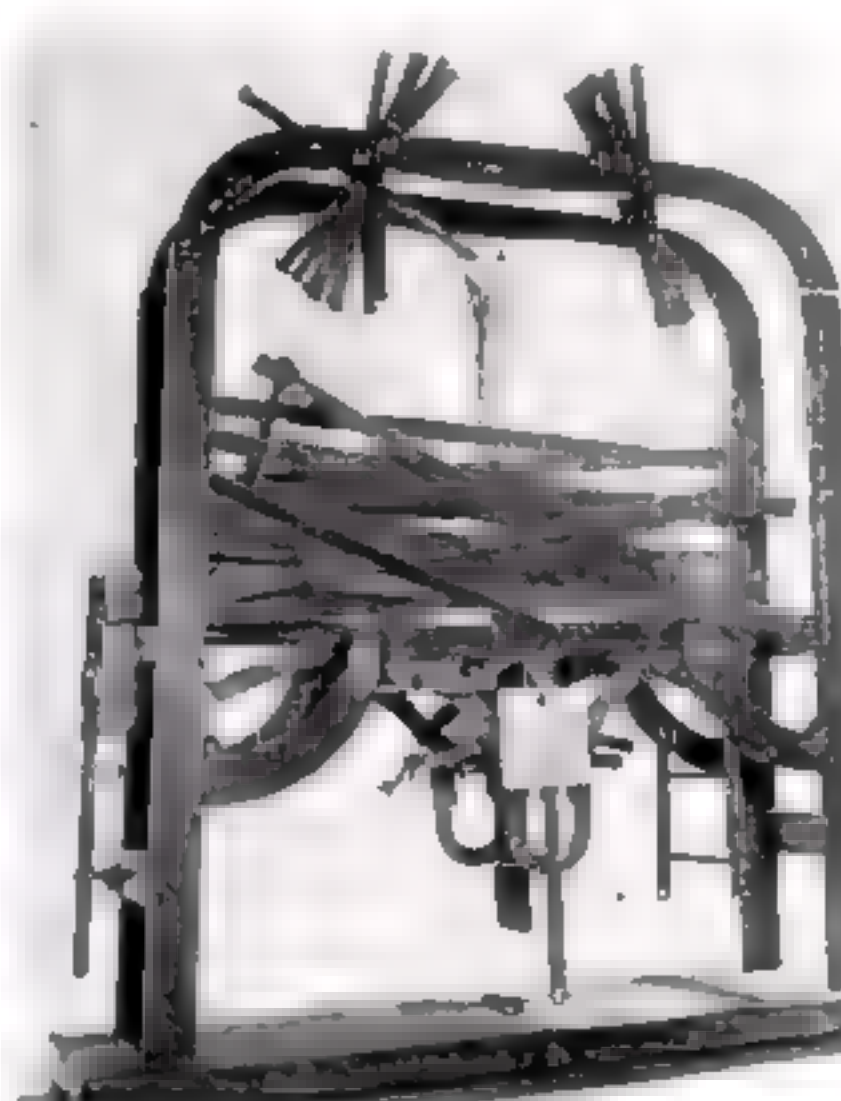
What they were cheering about was an ancient and honorable history of monopolistic practice that has played a major role in U. S. technics. Through the Patent Office have passed inventions to revolutionize the world: the locomotive, the automobile, the airplane, the telegraph, the telephone and the radio. By



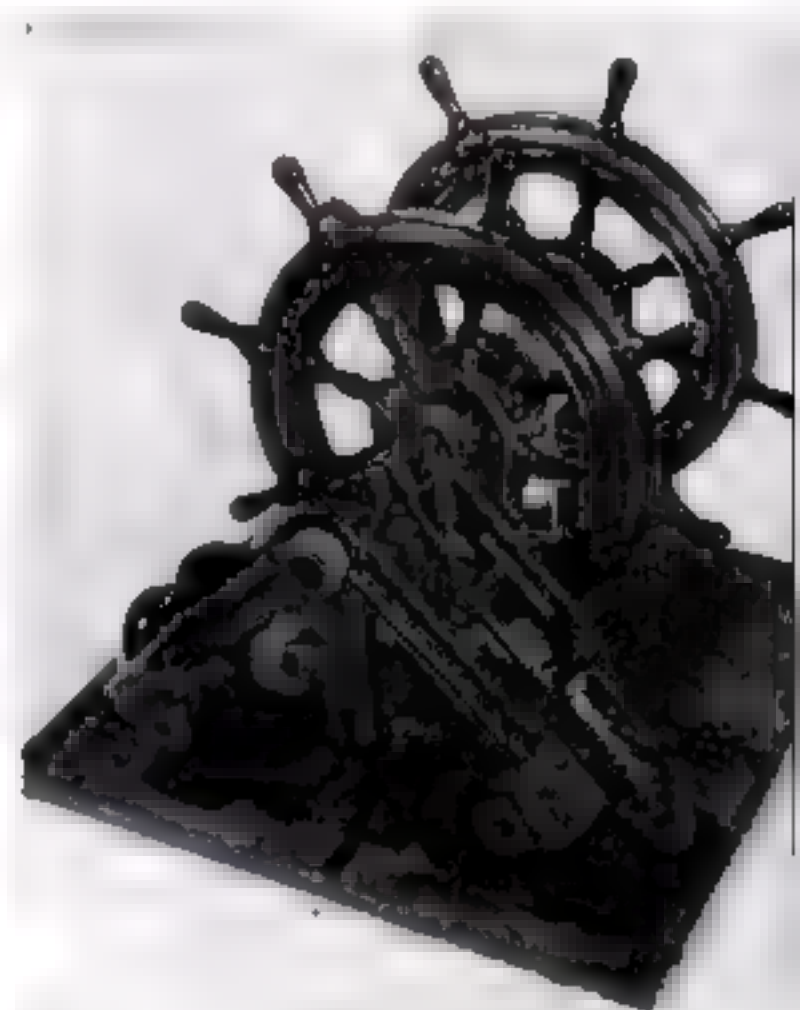
Washing-machine model, carved out of wood, is dated 1875. Its action was something like the modern clothes-wringer.



Adding machine, invented in 1887, calculated instead of simply counting. Machines of this sort are the backbone of today's speedy handling of figures.



Jacquard loom, invented in France, was improved under several U. S. patents. This model, in poor repair, was one of many sold at public auction in 1925.



Steam steering gear, with a spiral drum, automatically corrected changes in rudder's position, "practically diminished" the labor of steersman.



Voting machine for legislative bodies, dated 1865, registered "Yea" or "Nay" when balls were dropped into tubes.



Separating still, for reducing proof of whisky, is another example of damaged old models. This one, which dates back to 1841, has now been repaired.



Steinway piano-forte, an upright model was patented in 1872 and was a forerunner of modern Steinway. Fancy fretwork decoration was order of the day.



Stock ticker is the modern counterpart of this printing telegraph invented by Thomas Edison, assigned in 1873 to Gold & Stock Telegraph Co.



# THESE ARE THE MODELS FOR SOME FAMOUS PATENTS

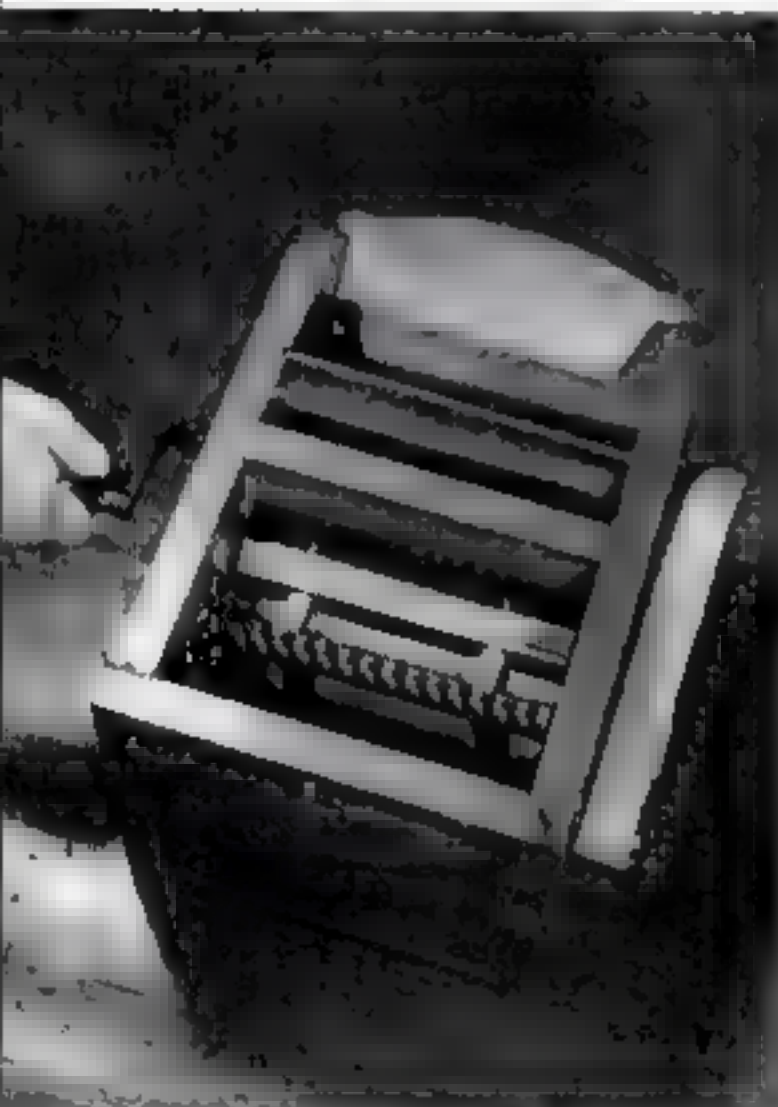
issue of its Letters Patent, the Government gives to any inventor exclusive right to his invention for 17 years, whether typewriter or hat-tipper, eagle-powered balloon or sewing machine.

Until 1870, patent applications were accompanied by a model of the device. This flood of models was diverted into dusty corners by the harried officials and, though twice destroyed by fire, had grown so large that in 1925 Congress refused to pay storage any longer. Most famous models went to the Smithsonian. Some were returned to the inventors (more than 200 went back to Thomas Alva Edison), and the rest came into the hands of assorted curiosity-lovers at public auction. On these pages LIFE shows some famous and some not-so-famous patent models.



Interference hearing on conflicting claims takes place before a Chief Examiner of the Patent Office and his assistant (right). Patent attorneys are usually engineers as well as

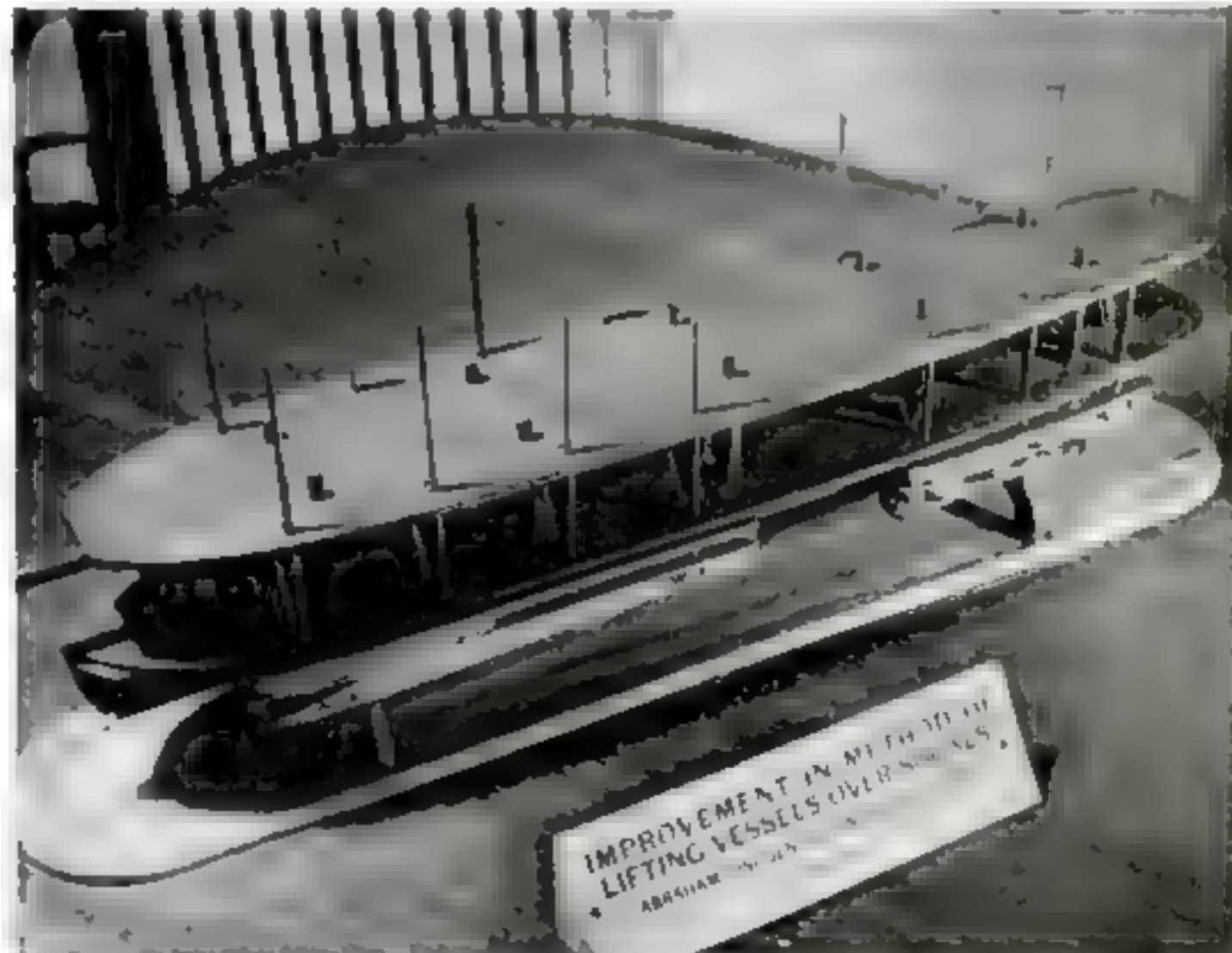
lawyers, often have worked as examiners in the Patent Office for years before setting up for themselves. Their difficult job has been called "the metaphysics of the law."



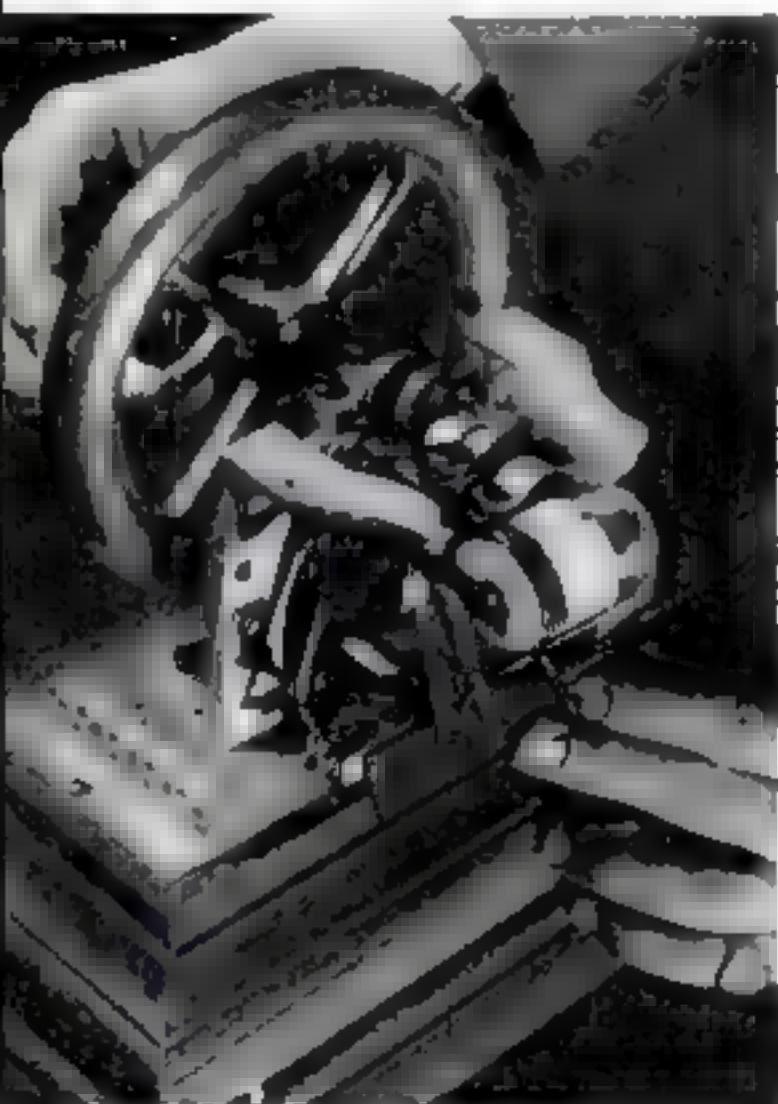
The cotton gin, which was invented by Eli Whitney in 1794, brought cotton-growing into the big money among agricultural pursuits.



Mason jar, a household word today, looked like this wooden model when it was patented in 1869. Mason jar supports Muncie, Ind., America's "Middletown."



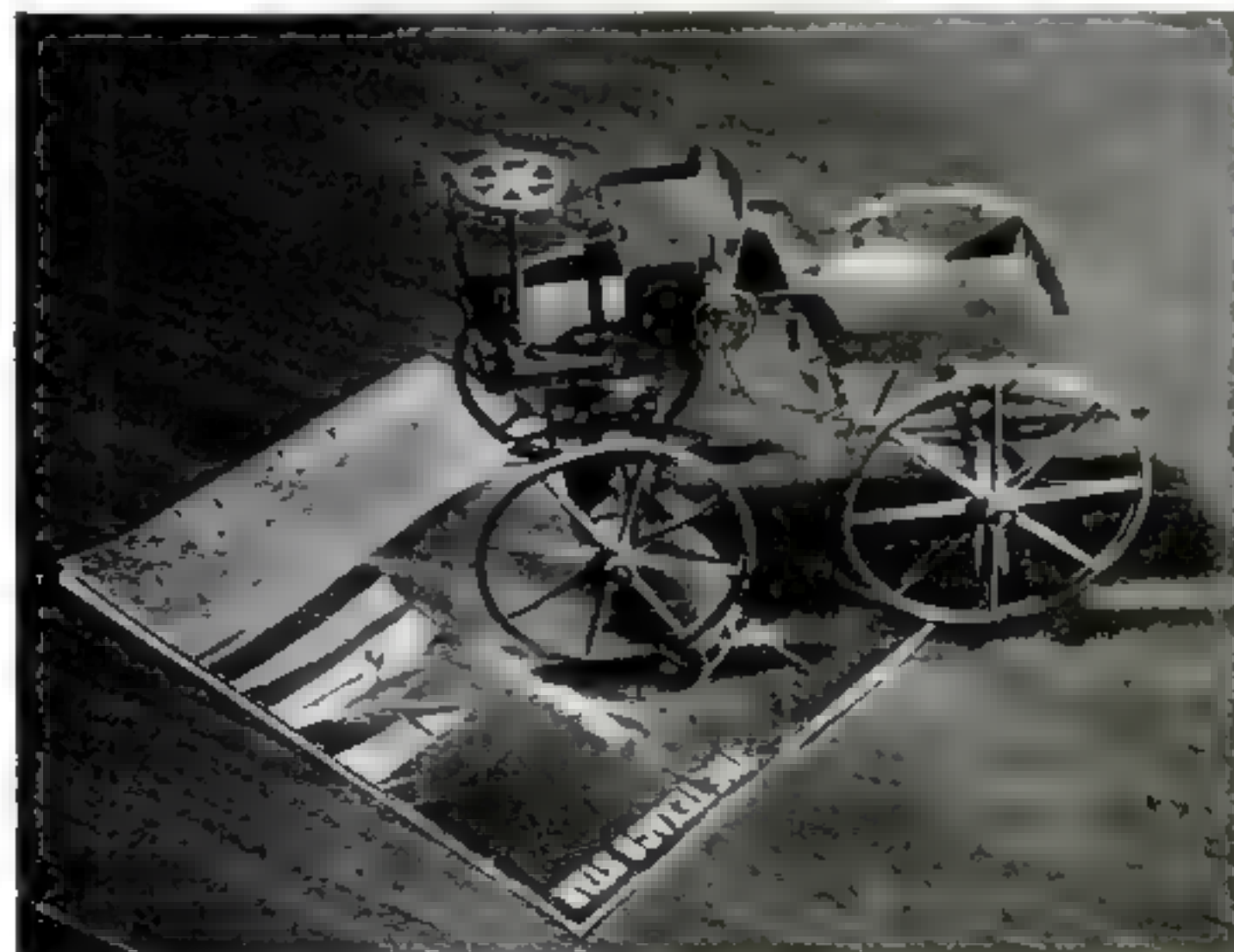
Abraham Lincoln patented in 1849 this device for easing river boats over shoals. Long bellows along the hull could be expanded by pushing down the poles sticking through the top deck. This was supposed to buoy up the boat, thereby reducing its draught.



Sewing machine, invented by Elias Howe Jr. of Cambridge, Mass., in 1846, helped usher in era of machine tailoring and garment work.



Dentist's chair, invented by S. S. White, was mounted on a giant ball-&-socket joint, could be adjusted to any angle and then clamped rigidly in position.

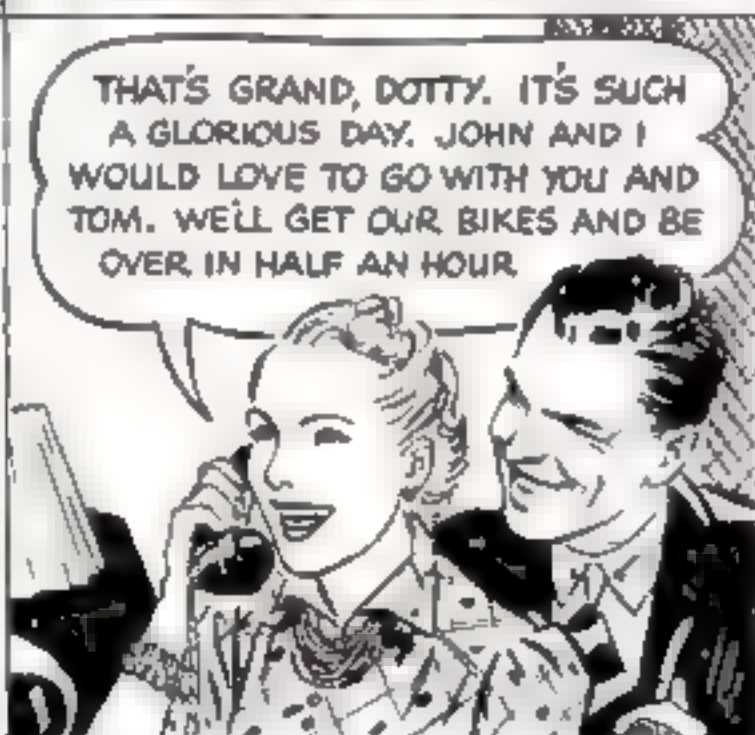
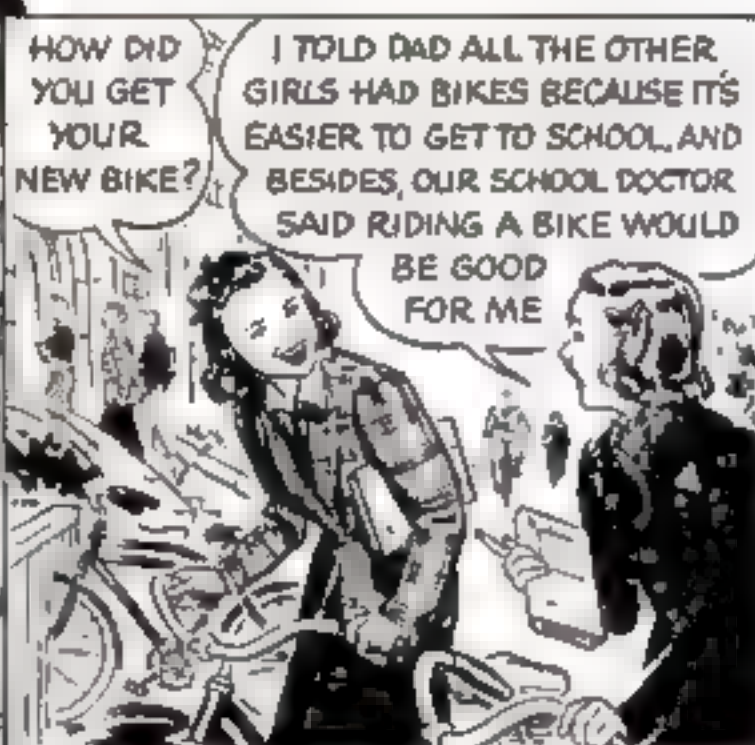


Automobile manufacturers paid royalties for years to holders of the Selden patent, granted in 1895 for "a road locomotive propelled by a liquid hydrocarbon engine." Henry Ford refused to admit validity of this sweeping claim to the modern automobile.





**HELEN PARRISH**  
FEATURED PLAYER IN  
**NEW UNIVERSAL**  
PICTURES



Take a deep breath... shut doors behind you... get out in the open on a bike. It's good to ride a bike; good fun and good for you... every one! With trim and trig, smart and sparkling new models ready for every member of the family why not join the fun? Buy a bike. See your neighborhood dealer in bicycles today.

**CYCLE TRADES OF AMERICA, Inc.**  
Chenla Building, New York City

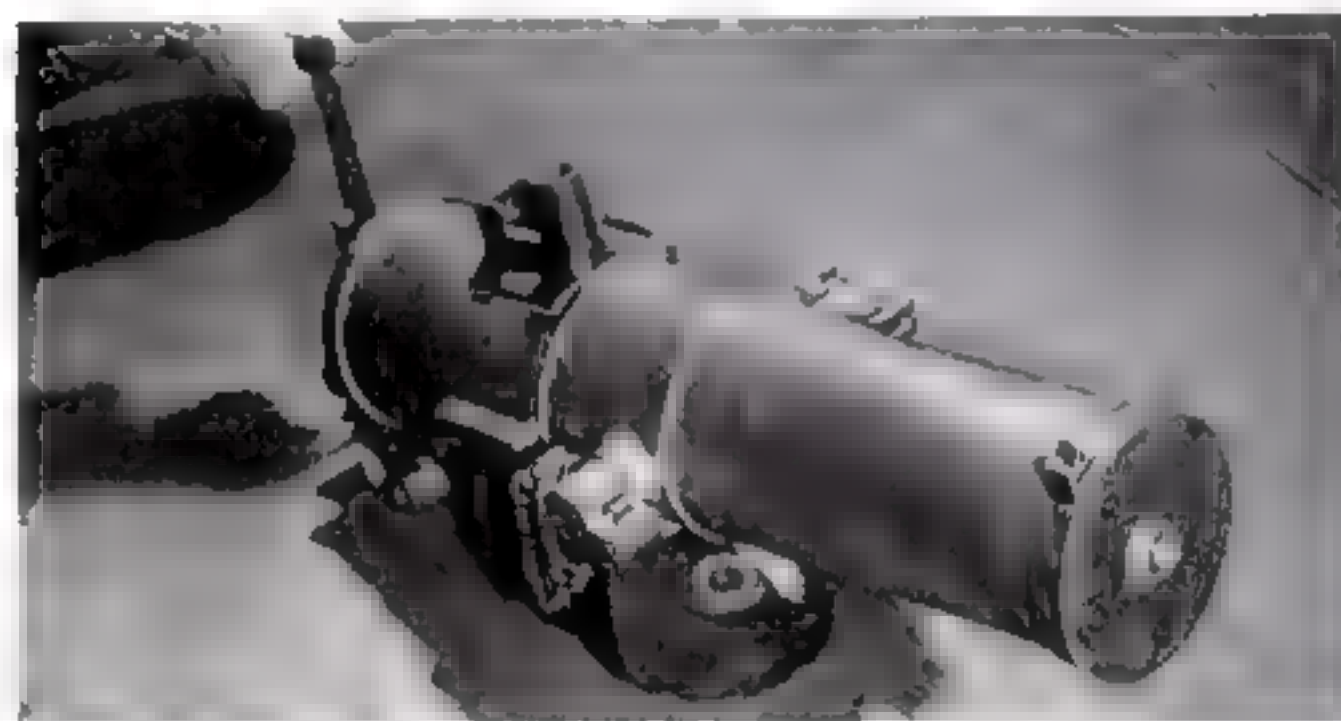
**Keep Trim --- Keep Slim --- Keep Cycling!**

## SPEAKING OF PICTURES

(continued)



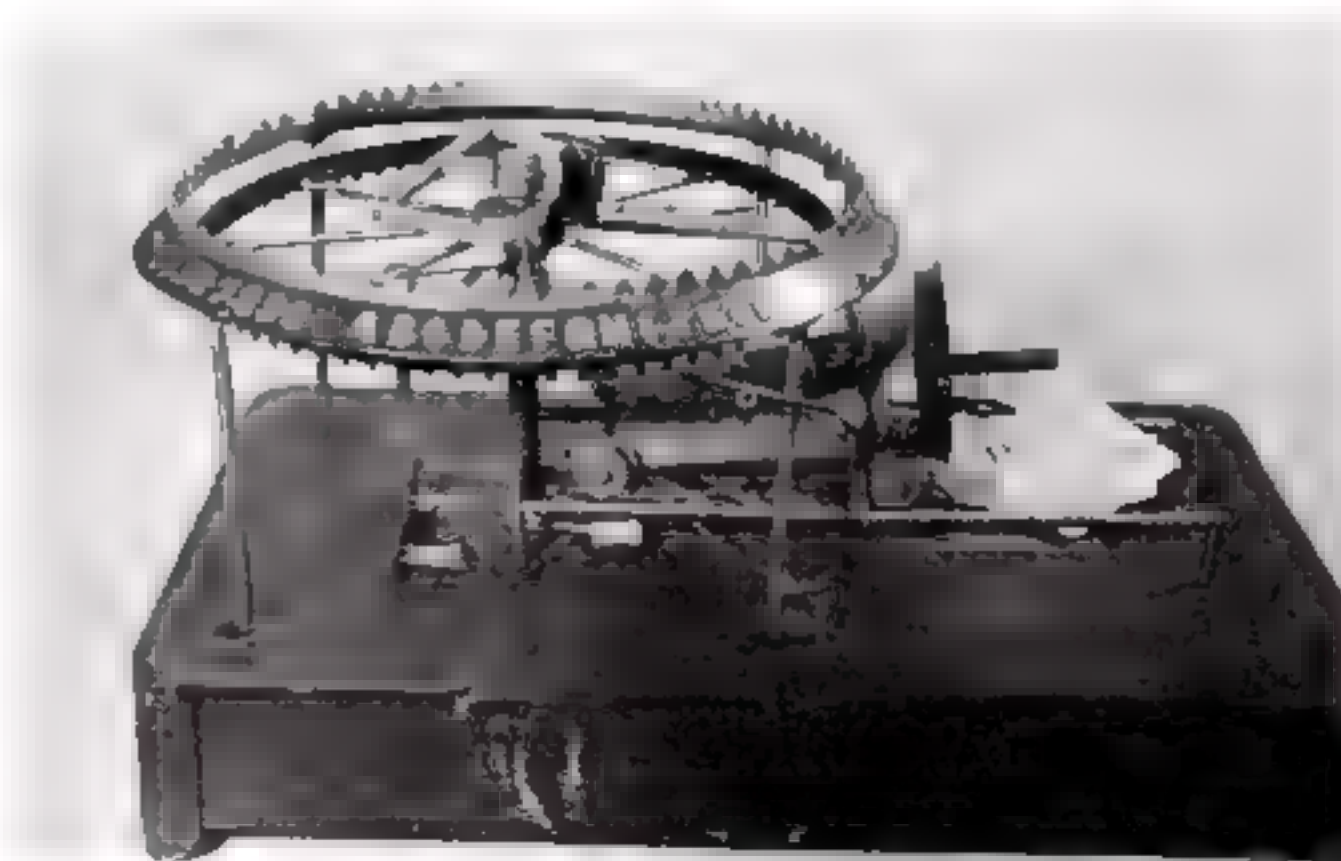
Sam Colt's Paterson model was the first successful revolver, could be shot five times without re-loading. Each chamber, however, had to be loaded with powder, ball and cap like an individual gun. The first revolver Colt made blew up in his hand.



Gatling's machine gun had six revolving barrels on a common axis, a revolving breech as well. Cartridges were fed into breech by gravity and struck by hammers as they came into position. The gun was used in Cuban & Philippine campaigns.



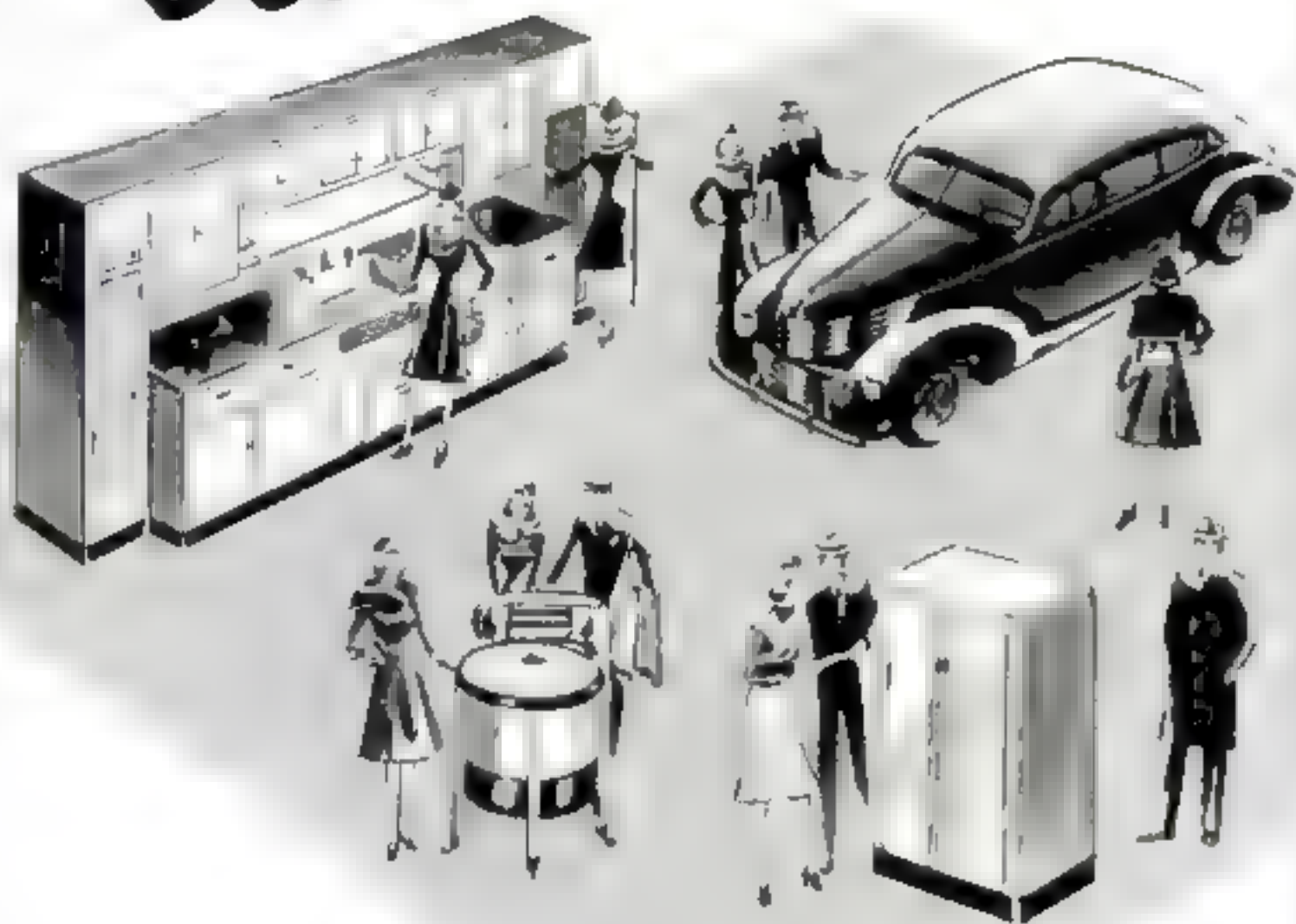
Early billiard table by Brunswick is represented by this patent model. Billiard-table patents were mostly for improvements of a minor nature in bracing and joinery. This particular Brunswick model had a drawer for storing billiard balls in one end.



Fifth typewriter invention in the U. S. was this machine patented by John Jones in 1852. It incorporated the first practical use of vertically set characters. The toy typewriters made for children today still follow the principle of the Jones machine.



**BE SURE TO ASK,  
IS IT  
BONDERIZED?**



**LEADING  
MANUFACTURERS USE PARKER  
RUST-PROOFING PROCESSES**

**T**HE DAWN of 1940 found a greater number of products protected by Parker Processes than ever before. Whole industries are turning to Bonderizing as the most effective means of maintaining finish beauty and controlling rust.

Bonderizing assures positive finish adhesion and is an effective barrier to moisture that may penetrate the paint film. It is considered a finishing necessity on automobiles, washing machines, electric refrigerators and similar products where years of service are expected. On all such products and many others, you can always find one that is Parker protected.

Finish permanence added by Parker Processes, is a vital, definite, money-saving quality that should be a part of every iron or steel product you buy. Ask and make sure that your more important purchases are Parker Processed for rust-free service.

**PARKER RUST PROOF COMPANY**  
2159 E. Milwaukee Ave. • Detroit, Michigan

**THIS BOOKLET  
TELLS YOU WHICH  
PRODUCTS ARE  
PARKER PROTECTED**

Lists many of the leaders in many industries who consistently make use of Bonderizing for finish stability and protection from rust. Send for your copy today, it's a valuable buying guide.



**Be Sure to Ask  
—"IS IT  
RUST-PROOFED  
BY PARKER?"**



**PARKER**  
*Processes* **CONQUER RUST**  
BONDERIZING • PARKERIZING



## *Another Milestone in Peaceful Conquest*

On March 26th the airlines of the United States completed the most remarkable year in the history of transportation. Day and night, winter and summer, 21 great airlines served the country for an entire year *without a single serious accident.*

850 million passenger miles . . . more than the combined total of all the rest of the airlines in the world . . . an inspiring achievement in the peaceful conquest of the skies.

United Aircraft takes pride in its contributions to this remarkable record. For example . . . ALL of those 21 great airlines use Hamilton Standard propellers as standard equipment . . . *the most widely used item of aviation equipment in the world.*

**UNITED AIRCRAFT  
CORPORATION**  
East Hartford, Connecticut



VOUGHT SIKORSKY  
AIRCRAFT

HAMILTON STANDARD  
PROPELLERS





# “Bigger’n we thought!”

**A** MOOSE looks pretty big in the woods. But it isn't until you get your hands right on him—tangible, measurable flesh, hide, and horn—that you know how really big he is!

Businessmen encountered a somewhat similar experience when LIFE's Continuing Study of Magazine Audiences at last ran to earth the *true total audience* exposed each week to the pages of America's four largest weekly magazines—the number of people reached by Collier's, Liberty, LIFE, and the Saturday Evening Post.

Everyone had known that the number of people *reading* magazines was considerably bigger than

the number of people *buying* those magazines. But mighty few expected it to turn out to include a major part of the entire market for advertised goods!

The *actual* audience of the four big weeklies revealed by the Continuing Study totals 41,700,000 different people or 39.8% of all people above the age of 10! In the case of LIFE, this one magazine is discovered to reach a weekly audience of 19,900,000 people.

The importance of this tremendous market becomes fully significant only when you analyze it in relation to purchasing power. Which is exactly





four largest weeklies reach 65.1% of all these people. LIFE alone reaches 40.9%.



**"B" group is not very far from Neighbor "A."** This sort of chap you know as "comfortable." He has all the necessities of life but cannot be quite so free and easy about his buying of luxuries. He lives well, eats well, and has some money left over with which to play. Since there are twice as many "B"s as "A"s—the spending effect is excellent. *The four largest weeklies reach 58.8% of all these people. LIFE alone reaches 32.3%.*



**"C" group—a quarter of the population—is that commonly called the great American middle class.** Your "C" man is the nation's good stuff backbone in more ways than one. Politically, he doesn't scare or stampede easily. His family life is well-knit; its members chip in on common projects of all sorts—from getting the dishes washed to buying a new radio. Though luxury purchasing is generally dependent upon giving up something else, the house is often well-supplied with modern gadgets for making housekeeping easier. Adequate pay envelopes, plus large numbers, make this the most important spending group. *The four largest weeklies reach 50.4% of all these people. LIFE alone reaches 24.8%.*



**"D" group is the great mass of working people,** ranging from the "C"s down to those who just about "get by." Your small farmer or laborer—for that's

what he probably is—most likely has electricity and a radio, usually has no phone. He has a fifty-fifty chance of owning an automobile, probably a used car. He sets a wholesome but plain table—manages to maintain a decent standard of living but lacks some of the things we commonly call necessities. Because of adequate size, this group is a volume market for all staple products. *The four largest weeklies reach 35.3% of these people. LIFE alone reaches 15.9%.*

**All together—three-quarters of the population and 87.9% of the weekly magazine audience is found in these four groups—a major part of the entire market for advertised goods!**

What an opportunity for shrewder application of advertising values is offered by this Continuing Study! It is now recognized as a genuine contribution to advertising knowledge, an important new yardstick of media values. It provides information rich in clues to guide advertisers toward more effective and economical budgeting of advertising funds.

*The Study also has opened up a provocative new school of strategy for vitalizing sales conventions, stimulating dealers to enthusiastic co-operation, putting new meaning into merchandising promotions.*

For complete Study figures and helpful suggestions on applying the Study to your problems, simply write LIFE—Time & Life Building—Rockefeller Plaza—New York City.

Scientifically established and analyzed by the most successful modern research methods, the figures of LIFE's Continuing Study show accurately to how great an extent the audience of the four largest weekly magazines exceeds the number who buy them. Latest findings, for instance . . .

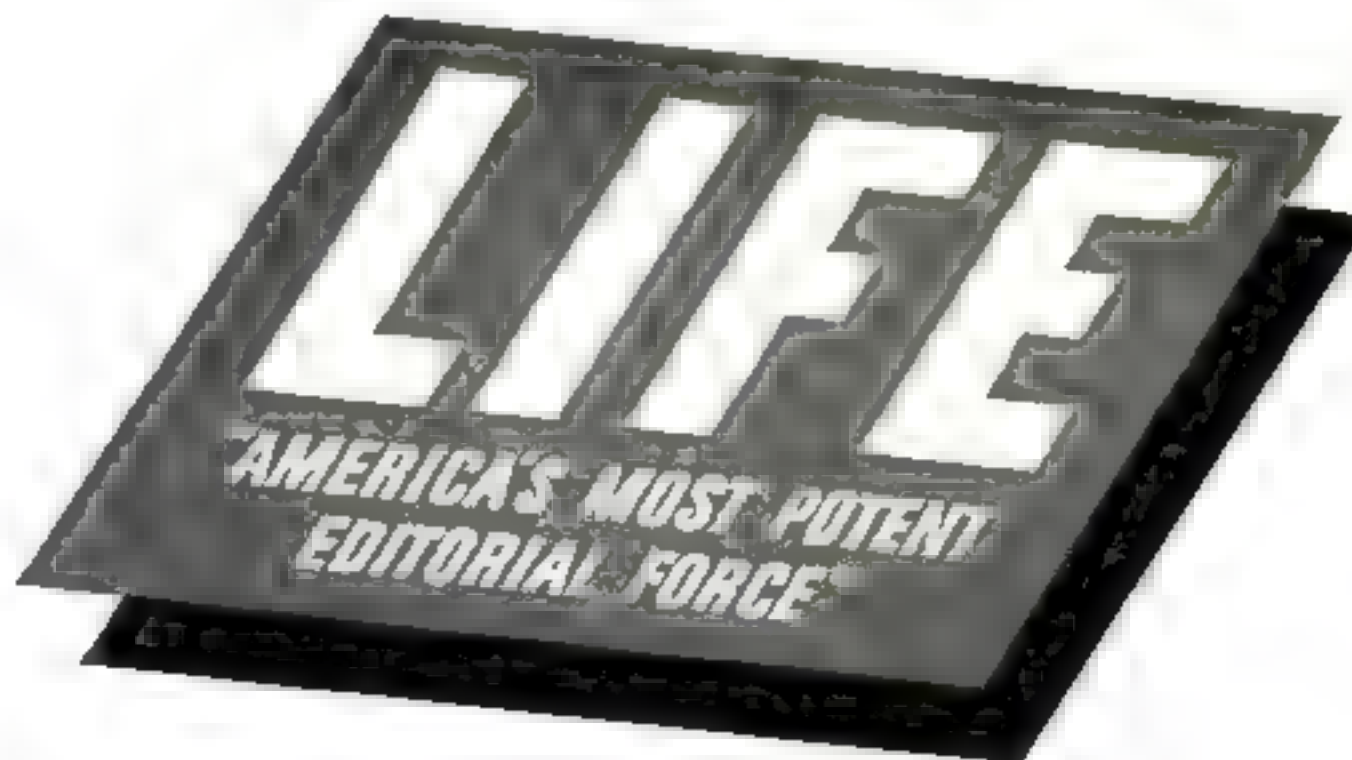
Magazine	Circulation*	Audience
COLLIER'S . . .	2,776,621 . . .	15,800,000
LIBERTY . . .	2,501,905 . . .	14,000,000
LIFE . . .	2,504,681 . . .	19,900,000
SATEVEPOST . . .	3,129,168 . . .	13,200,000

\*ABC Statement—6 Months Ending Dec., 1939, net paid excluding bulk.

what this Study has done. It breaks down the audience into standard-of-living groups. And here are some facts and figures from that breakdown that offer new help to every executive who has a product to sell through advertising:



**"A" group is the top class** according to the standards in each locality. Typical is the man who lives in a substantial home. He doesn't stint on the first-rate things of life, doesn't have to pick and choose between the luxuries common to his community, because he can afford most of the things he wants. He drives a good car, sometimes owns two. He and his group represent one out of every twenty persons across the country, the cream of those people with money to spend. *The*



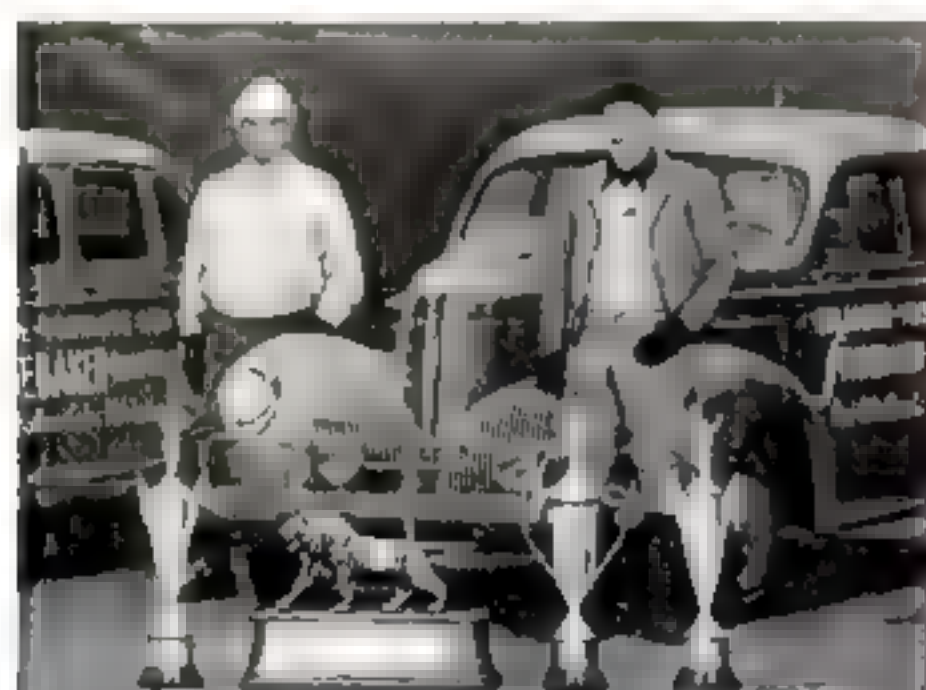




Studebaker craftsmen average 42 years of age and 11 years on their jobs... pictured is H. S. Hayden.



Experts on upholstery and body trim are the Futa brothers... each has put in approximately 20 years with Studebaker... their father was a Studebaker man 20 years.



### STUDEBAKER WINS *top honors* IN GAS ECONOMY!

The three 1940 Studebakers defeated all other cars in this year's Gilmore-Yosemite Sweepstakes, conducted under A. A. A. supervision. With expert drivers and low-extra-cost overdrive, Studebaker Champion averaged 29.19 miles per gallon of gasoline; Commander 24.72 miles per gallon, President 23.40 miles per gallon.



Drive in style and save 10% to 25% every mile in this Studebaker Champion Club Sedan, \$700 delivered at factory including planar suspension, shockless steering, non-slam door latches, inside hood lock, steering wheel gear shift, other indispensables.

## Studebaker craftsmanship saves you *real* money

*It keeps you remarkably free from expensive repairs  
and assures you a top trade-in allowance*

**Y**OU get an attractive picture of the advantages of driving a Studebaker, if you talk to any of the many thousands of long-time Studebaker owners.

These owners give you facts and figures about the low cost of Studebaker maintenance that seem almost too good to be true. You learn that a Stude-

baker, even after years of use, brings you a top allowance on a cash sale or trade-in.

And this money-saving dependability of every Studebaker Champion, Commander or President is due to men who are more than master craftsmen. They're solid citizens—long-time residents of their community—descendants, in many instances, of men who have been Studebaker veterans, too. There isn't a transient in their ranks.

They bring to your service a quality of manpower that is not available in other automobile factories—a "plus" of pocketbook protection that costs you nothing extra. And backing up their unique craftsmanship are the facilities and equipment of Studebaker's vast, modernly equipped plants—brilliant engineering and research—and an 800-acre, million-dollar proving ground on which every new Studebaker model must prove its fitness beyond question before it can be sold to you.

PRICED ON A LEVEL WITH THE 3 OTHER  
LARGE-SELLING LOWEST PRICE CARS

**\$660**

for a Studebaker Champion coupe delivered at factory, South Bend, Indiana. See your local Studebaker dealer. Low down payment—easy C.I.T. terms.



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**LIFE'S COVER.** Mabel Sealey, wearing a Valentine heart on her sweater, is one of the 150 girls at Camp Roosevelt, NYA resident project at Ocala, Fla. Mabel is learning photographic laboratory technique, is earning her expenses by processing pictures for Government agencies. Like most Camp Roosevelt girls, she is pretty sure to get a job when she graduates. For more about the boys and girls in NYA and CCC, see pages 77-83. Youth and Government is the subject also of *America's Youth—1940*, current issue of the MARCH OF TIME.

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# HOW I RETIRED ON A LIFE INCOME OF \$150 A MONTH

To men of 40 who want to retire in 15 years

"FIFTEEN years ago I made a discovery that changed my life. I believe it will interest you.

"When I was 40, I was worried about my future. I wasn't getting ahead. I seemed to be living in a circle, and I was dissatisfied. I used to dream of being able to relax, forget money worries and enjoy life. I longed for security.

"But it seemed hopeless. I wasn't rich. I probably never would be. Like millions of others, I would simply live and work and die—spend a lifetime trying to make both ends meet.

You don't have to be rich

"But that was 15 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. I can work or play, as I like. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

"My friends are envious. They want to know how, without being rich, I ever managed to retire on a life income. The answer is simple: When I was 40, I discovered the Phoenix Mutual Plan.

"The minute I read about this Plan, I realized it was just what I needed. Through it, I could get a life income of \$150 a month in 15 years, protect my family, and even get a disability income if, before I reached 55, total disability stopped my earning power.

"Best of all, I could do all this through long-term, easy payments, and for far less money than ordinary investments require.

"Today, at the comparatively early age of 55, I have the things I want—life-long security, the opportunity to travel, to hunt and fish, to live fully and well. I can laugh at worries. I can be sure of comfort and happiness in the years ahead—with a guaranteed income of \$150 a month for life."

This story is typical. Wouldn't you like to make sure of your own future?

Wouldn't you like



to find out, for yourself, how the Phoenix Mutual Plan works? You can get the facts, without obligation, by sending for the free booklet offered below.

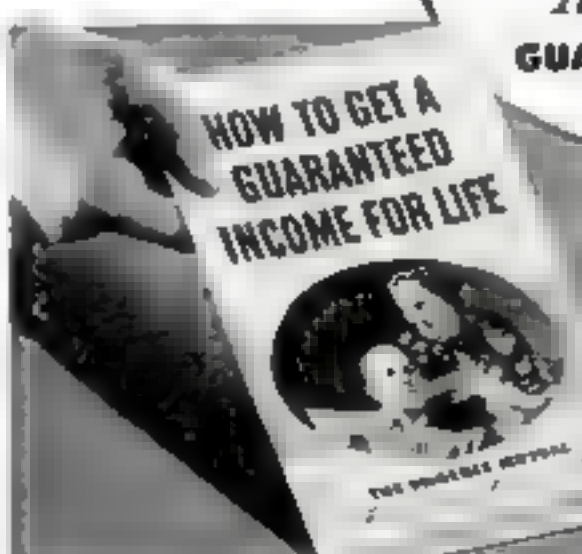
### Send for Free Booklet

Send the coupon below and you will receive, by mail and without charge, a booklet which tells all about the Phoenix Mutual Plan. In a simple, illustrated way, this booklet explains how to get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65 or 70.

It shows how to fit the Plan to your own needs, large or small. Don't delay. Don't put it off. Send for your copy now.



**PHOENIX MUTUAL**  
*Retirement Income Plan*  
**GUARANTEES YOUR FUTURE**



Phoenix Mutual Life Insurance Company  
419 Elm St., Hartford, Conn.  
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_

Copyright 1948, by Phoenix Mutual Life Insurance Company



# "Merciful jaybird! Did that man eat!"



1. Of all the grumps that walk this earth, I think old Hank Lent is the orneriest. Skinny as an ice pick, scoldy as a bluejay, Hank never had a good word for *anything*. Yet who do you think my husband invites for Sunday dinner, but scrumpy, fussy, picky, sour Hank Lent.

2. Well, I up and decided that if *anybody* could ever make that crab say a good word, it was going to be me. So I skipped out and bought me one of those Birds Eye Country Style Frying Chickens that men-folks moon over when the mellow mood takes them.



3. You see, these Birds Eye Fryers are fed buttermilk every few hours so's they're oozing with country flavor. They come cut up in handy pieces, ready to flour and slip into the skillet. And they're *always* country-fresh, because they're Quick-Frozen—just like all Birds Eye Foods

4. Now, I will say I fixed that fryer up right proud I panned it to a crusty, golden brown! . . . served it with fluffy mashed potatoes . . . hot biscuits . . . and a heapin' portion of Birds Eye baby lima beans that were really garden-fresh!

5. Well, sir, Hank came. Hank sniffed. And Hank dived into that fryer in just about one motion. Merciful jaybird! Did that man eat! Why, I don't believe there was enough meat left on the bones to feed a flea! Hank didn't move for 15 minutes. Finally he spoke:



Here are a few of these luscious foods:

Bush-ripened Raspberries	Baby Green Lima Beans
Garden-fresh Peas	Peaches—Orchard-ripened
Spinach—no seed, no waste	Ocean-Fresh Haddock Fillets
Strawberries for shortcake	Beef for Stews and Soups
String beans—French style	Chopped Steak—real ground

And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today! Guaranteed!

**FARM-FRESH FOODS—IN PACKAGES**

For more information, write Frosted Foods Sales Corp., 250 Park Avenue, New York, N. Y.

7. Where you can buy these wonderful Birds Eye Foods . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not have these glorious foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only *top* quality in quick-frozen foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.

Copyright 1940, General Foods Corp.



6. "Em," he says, "you sure must have paid plen—" "Hank Lent," I broke in, "you're wrong! That Birds Eye Fryer came all cleaned, not an ounce of waste on it. So it didn't cost me a whit more'n any other Grade-A bird." It was then Hank let go of a smile. (And *that*, neighbor, is how I made old Hank act human.)





THIS BILLBOARD BRACKETING HIM WITH TENNESSEE'S GREAT ANDREW JACKSON GREETED JIM FARLEY WHEN HE ARRIVED FOR A BARBECUE NEAR NASHVILLE ON MARCH 31

## AMERICA'S NO. 1 TRAVELING SALESMAN GOES ON ROAD WITH NEW POLITICAL LINE

As the 4.55 from Louisville chuffed into Nashville's smoky old cast-iron terminal on the Sunday afternoon of March 31, Postmaster General James Aloysius Farley, hunched in Compartment A of his special car "Morning Glory," absently tore a stick of Beech-nut chewing gum in two and shoved one half into his mouth. Behind him lay five days and 2,000 miles of journeying through New England and the Midwest, ahead another ten days and 3,000 miles which would take him deep into the South. Outwardly, it was just another of the speech-making, hand-shaking, post-office-dedicating jaunts which since 1931 have taken Jim Farley an average of 75,000 miles per year over the face of the U. S., made him known personally to more citizens than any other man in America.

But this time there was a basic, and perhaps historic, difference. For now, for the first time, Political Salesman Farley was on the road not to sell Franklin D. Roosevelt, but openly to sell himself. Though he entertained few illusions about his chance for the Presidential nomination, there was no question about his determination to win at least second place on a 1940 Democratic ticket which, if for no other reason than that both are from New York, could not possibly include Franklin Roosevelt. Every cheer from the crowds which lined his way, every welcoming handshake from the loyal politicians who swarmed to greet him, served as additional evidence

of the tremendous weight which Boss Farley can swing against a Third Term.

At the Nashville station Mr. Farley and his party were bundled into flag-draped open cars, whirled out behind screaming police sirens to "Traveler's Rest," the plantation once owned by Andrew Jackson's Presidential Promoter, John Overton, and now occupied by Silliman Evans, small dynamic publisher of the Nashville *Tennessean* and former Fourth Assistant Postmaster General under Farley. At the plantation gates the host and guest-of-honor transferred to a horse-drawn carriage imported from Canada especial-

ly for the occasion, for the ride up the gravel drive (below). En route they passed large signs crying first-name WELCOME to JIM and members of his party (see next page), came to a halt at the biggest and best sign of all (above). In front of the big, white, red-shuttered plantation house, grinning like happy slaves in an ante-bellum picture, waited 200 Tennessee Democrats—judges, legislators, postmasters—with "Welcome Jim" badges in their lapels.

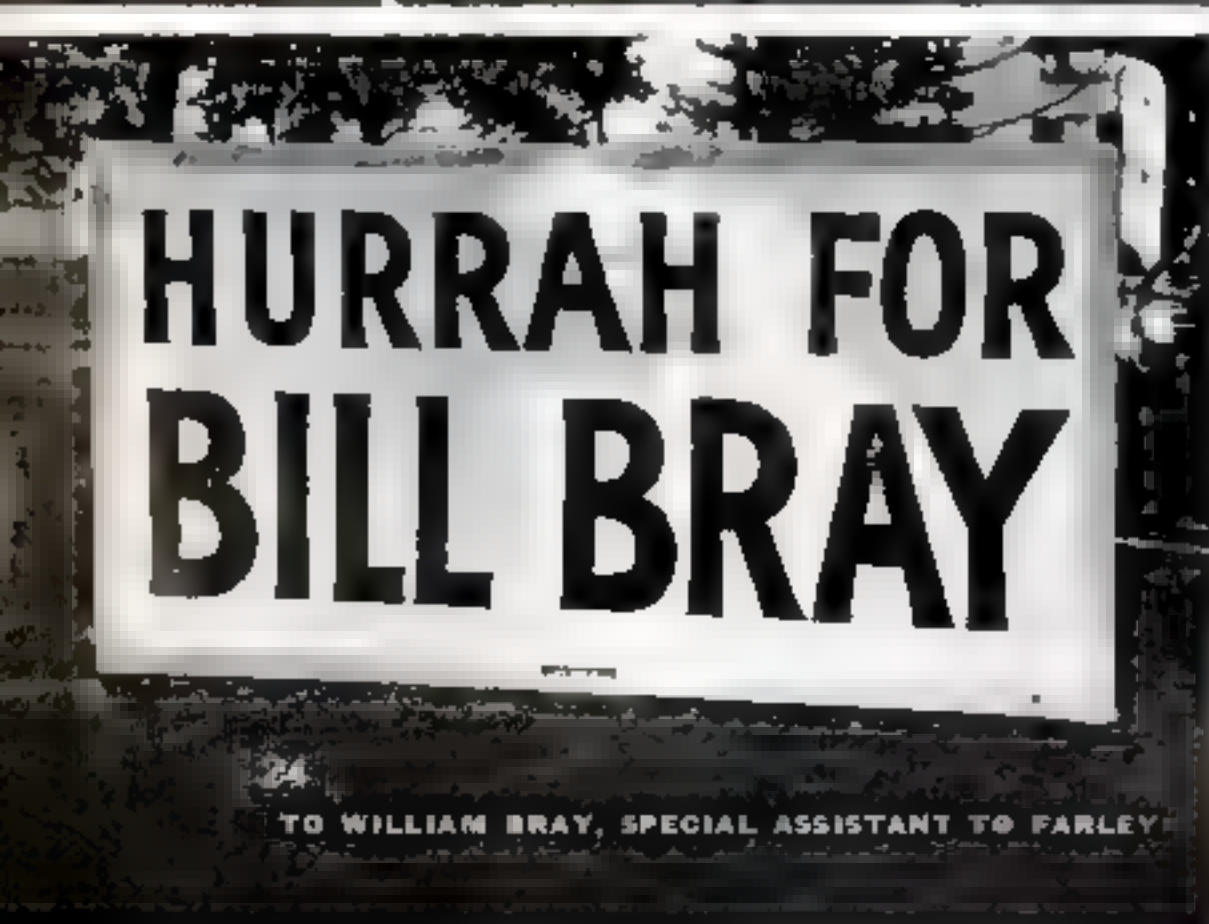
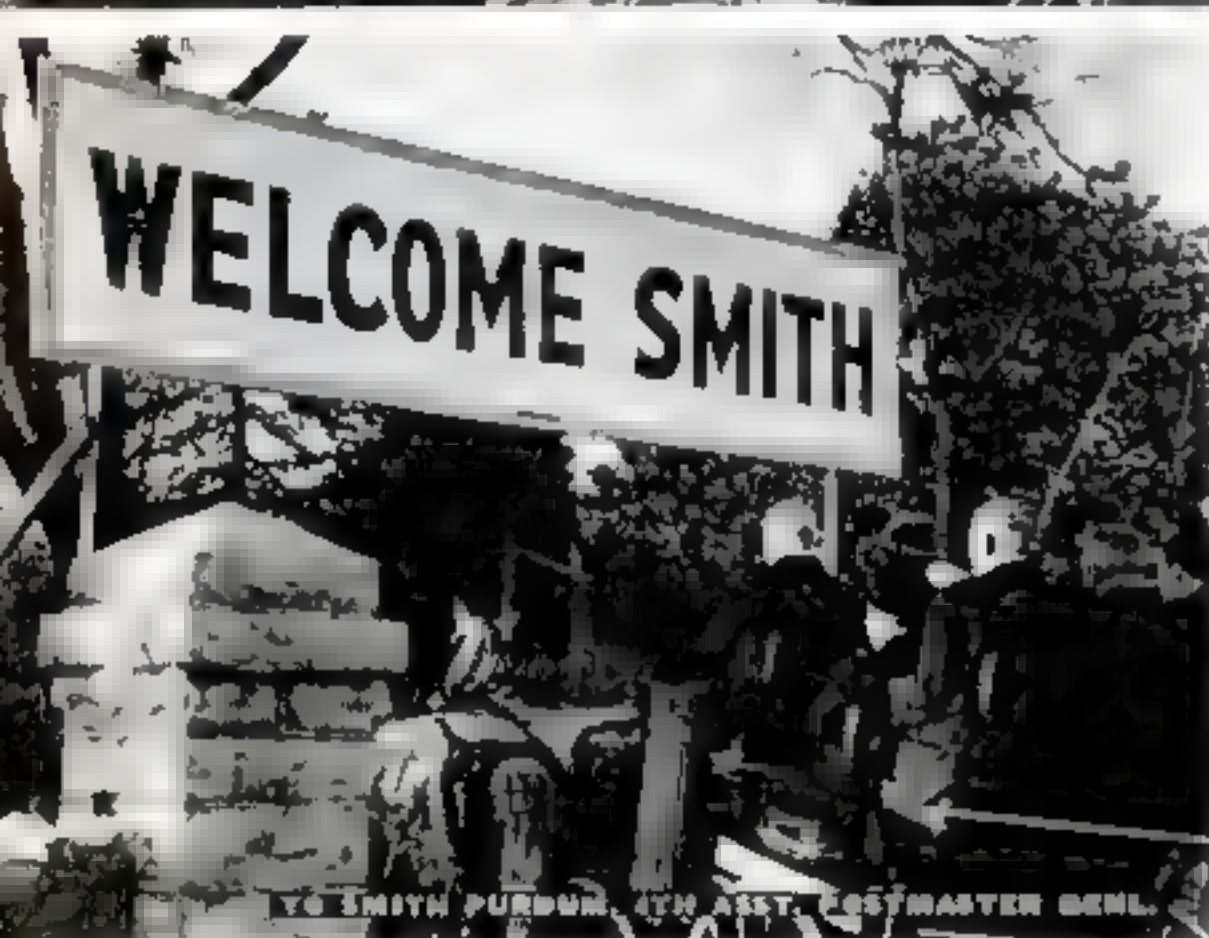
After the customary handshakes all around, the crowd surged across the darkening lawn toward a big tent in the next meadow where fragrant odors of lamb and pork were rising from barbecue pits. As the Democrats fell to, Guest Farley held a brief open-air press conference, dodging queries about a 1940 Hull-Farley Presidential ticket—which he is known to favor—by heaping praise on the Tennessee-born Secretary of State and telling reporters to "interpret that any way you want to." Afterward, he made a graceful, amusing speech about 1940 politics. Remark oftenest heard among the crowd: "He's a real man, that Jim Farley." Especially significant was the comment of one important Southerner on the vital question of religious prejudice against a Farley candidacy: "Jim's a Catholic, of course, but he's not like Al Smith. He doesn't wear a brown derby and talk out of the side of his mouth."

For more Farley memorabilia, turn the page.

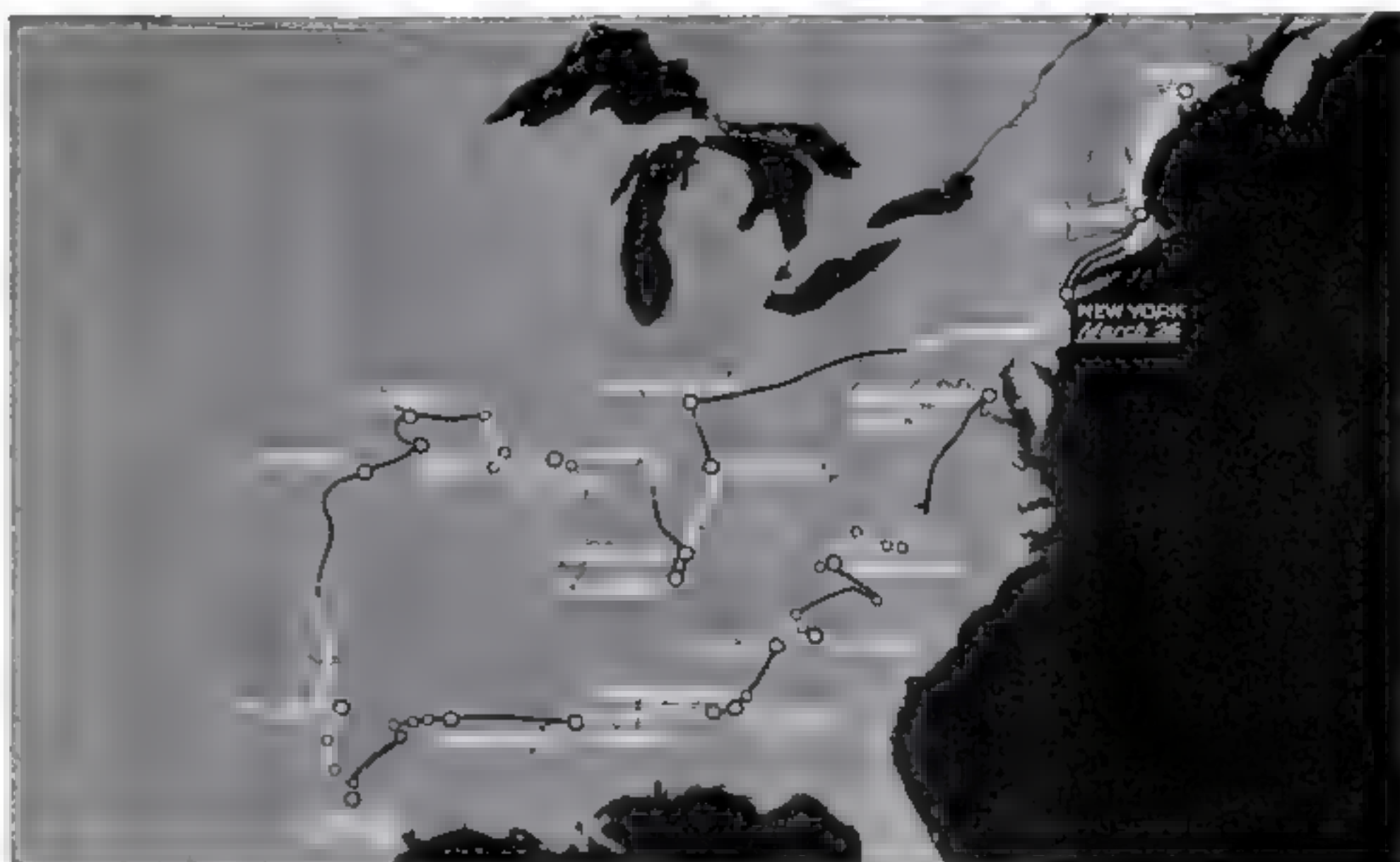


FARLEY WITH HOST EVANS BEHIND HIM





## OLD AND YOUNG, EAST, WEST AND SOUTH, TURN OUT TO



Five thousand miles through 15 States with stops in 63 towns and cities in 15 days (March 26-April 10) are shown

in this day-by-day map of Jim Farley's latest tour. In seven years of political travel he has journeyed 500,000 miles.



Politicians & postmasters turned out for Farley in mass. Here, at Indianapolis luncheon, March 30, State Democratic

Chairman Fred Bays ducks while Postmaster Maurice Goodwin of Newcastle, Ind., presents Boss Farley with a painting.



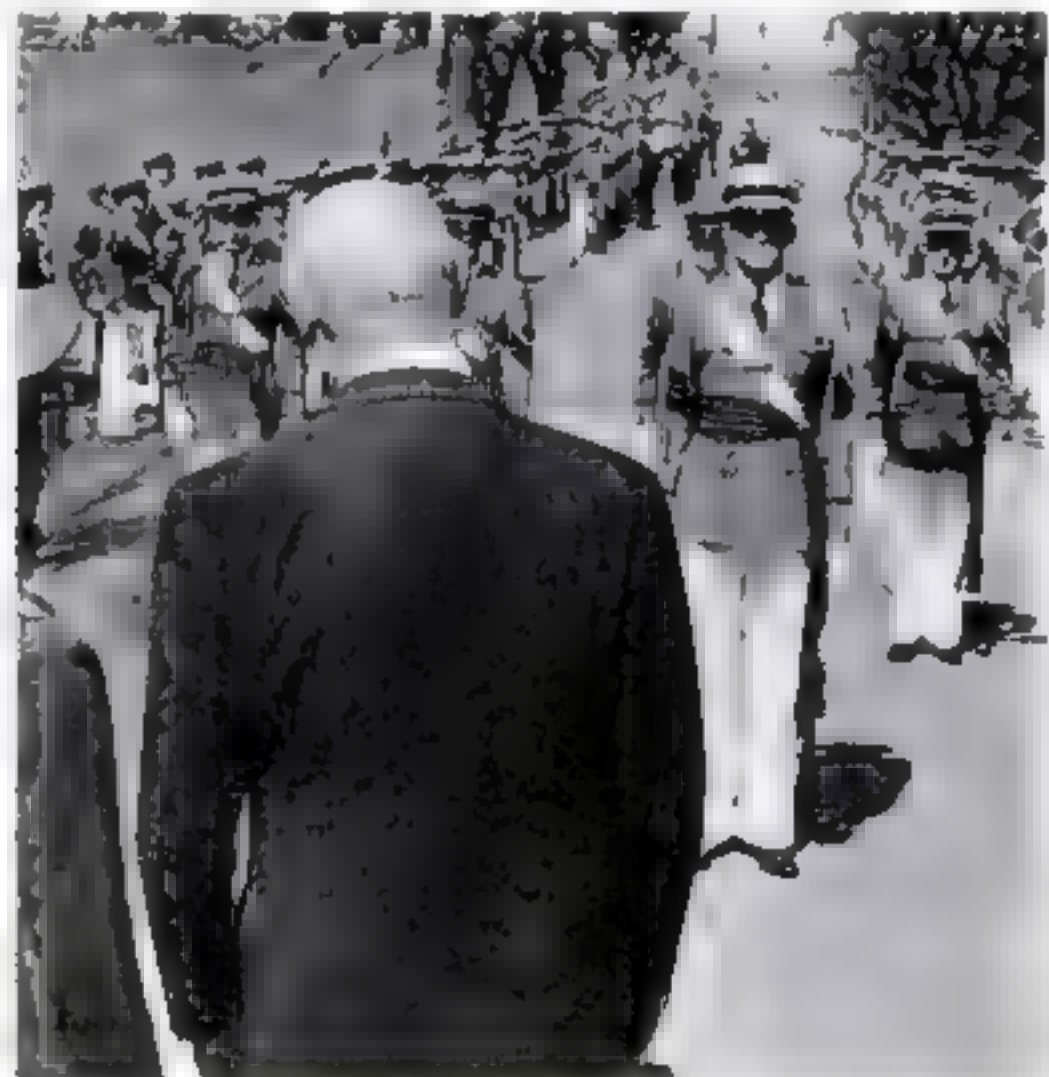
## WELCOME CANDIDATE FARLEY



A college president's great-grandson, Charles W. Eliot 3rd, waves with Farley from window of Harvard's Eliot House on March 28.



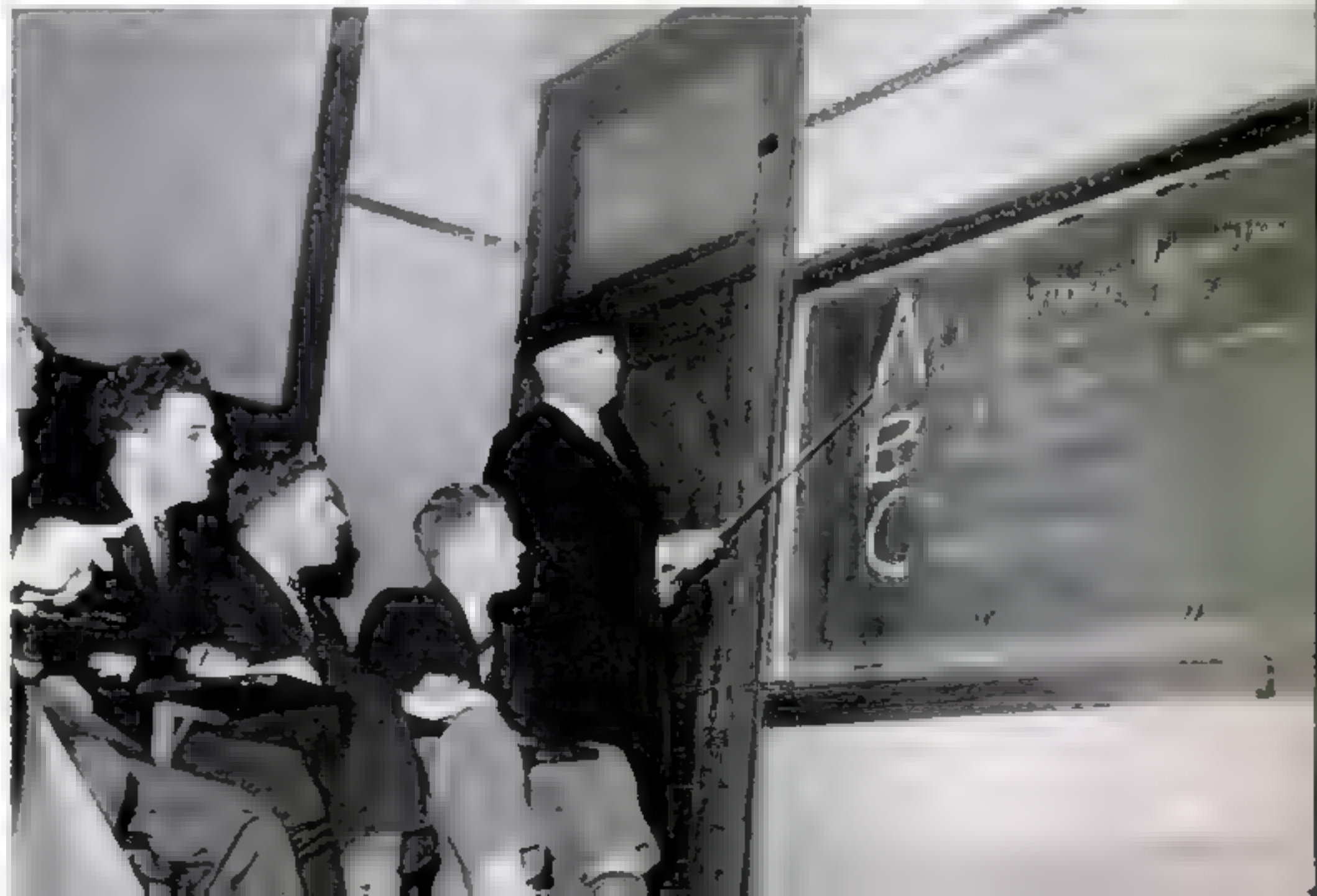
A publisher-politician's son, Amon Carter Evans, gives Farley a friendly greeting during his Nashville plantation visit on March 31.



Cadets of Columbia-Tenn. Military Academy line up for Farley inspection April 1, after Columbia's Mule Day celebration.



Pretty girls of William Woods College in Fulton, Mo., cluster around Jim with Farley-for-President signs on April 2.



Jolly boys of Westminster College in Fulton, Mo., dress Farley in academic robes for political lesson.





The political year of 1940 has begun with an unparalleled popular interest in politics, especially on the part of women and young people. The picture above, of a mock Republican Convention at Wesley College, March 26, in which Vandenberg was nominated on the fourth ballot, is living

ly evidence of that interest. Interest with a purpose is shown in the regular Kansas City room-walkers lined up below. When the State and Federal Governments stepped in to clean up the corruption of Kansas City's Pendergast machine, they sent Boss Pendergast and scores of

his henchmen to jail but left many of Pendergast's machine in city office. On April 2, after a spirited campaign led by crusading women who adopted the room as their symbol, Kansas City voters elected a Fusionist mayor, John B. Guge, and seven out of eight city councilmen.





## WOMEN SCOUR KANSAS CITY WHILE CHICAGO BOSS PLUGS THIRD TERM

While aroused womenfolk were sweeping out remnants of Kansas City Boss Pendergast's Democratic machine Chicago's Mayor Ed Kelly *(right)*, boss of the Kelly-Nash Democratic machine, was plugging a Third Term for all he was worth. There are two main groups of red-hot Third Termers. One group is composed of idealists like Harold Ickes and Tommy Corcoran who want to preserve the New Deal as well as keep their own jobs. The other and far more politically potent group is composed of strictly non-idealistic bosses like Tammany's Christy Sullivan, Jersey City's Frank Hague and Chicago's Kelly, who care not a hoot for the New Deal but want to keep the great vote-getting man of Roosevelt at the head of their State and city tickets. In New York's primary April 2, Tammany disposed handily of would-be Garner delegates to the Democratic convention. At right, Boss Kelly, on a rare campaign appearance outside of Chicago, is shown as he orated at Moline during the Illinois primary campaign. Mr. Kelly, who calls Roosevelt his greatest precinct captain, pooh-poohed charges that he was hoisting a third term in order to keep his machine from getting the same kind of Federal going-over that Tom Pendergast's got.



The "Roosevelt and Humanity" ticket was the one on which machine Democrats, including even candidates for Chicago city judge (above) campaigned in the Illinois primary. Right: Boss Kelly in Moline, Ill., April 4, cries: "Roosevelt is my religion and I'd die for him just as I'd give my life for my country."



CONTINUED ON NEXT PAGE



Chicago's Boss Kelly: "Roosevelt is my religion. I'd die for him just as I'd give my life for my country"





"Keep America out of war" was, Dewey found, his biggest applause-getter in Wisconsin speeches. He at once began plugging for 100% isolationism.

(continued)

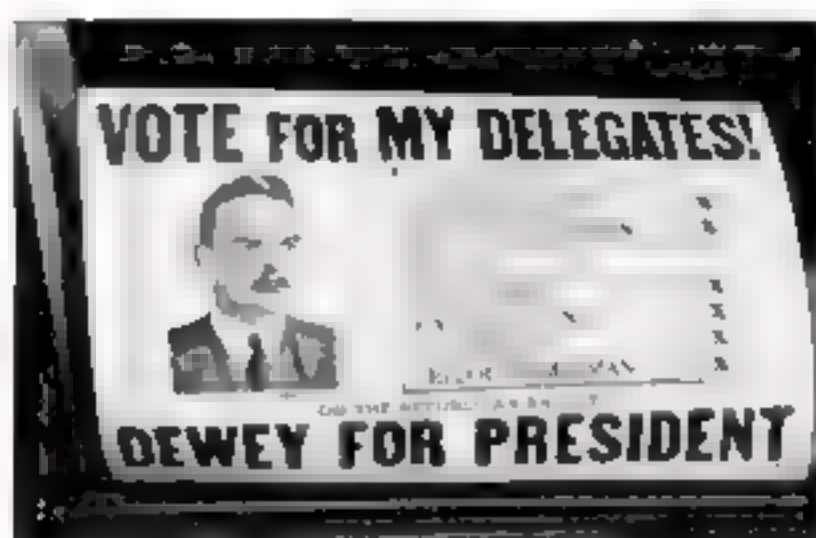
## TOM DEWEY PROVES HIMSELF GREAT VOTE-GETTER AFTER WHIRLWIND CAMPAIGN THROUGH WISCONSIN

Whether President Roosevelt will finally decide to run for a third term, and whether Jim Farley will actively oppose him if that showdown comes, are still matters of speculation. But out of the Wisconsin primary on April 2 there came at last some substantial facts which political observers could get their teeth into.

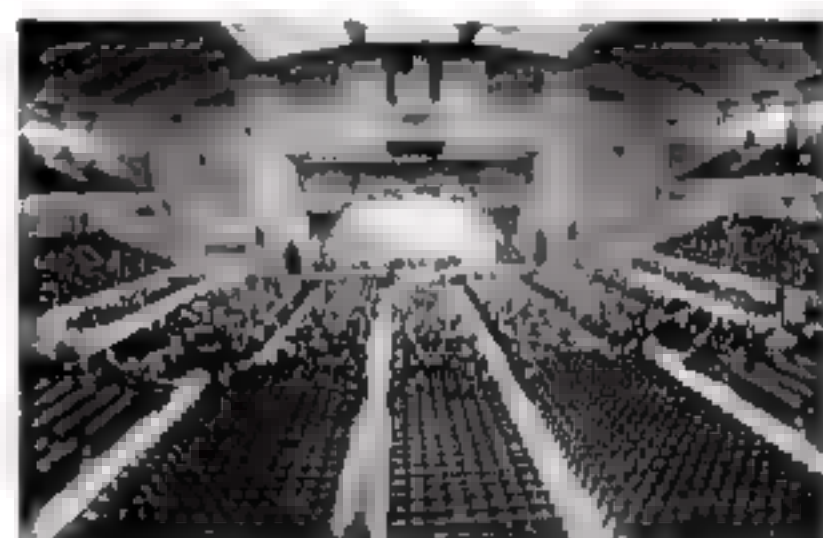
By far the most newsworthy of these facts was the first proof that New York's Thomas E. Dewey can pull votes outside his own State. Dewey's own backers were prepared to be well satisfied if he managed to divide Wisconsin's 24 Republican delegates evenly with his primary opponent, Michigan's Senator Vandenberg. But when the votes were in, the

New Yorker had made a clean sweep of all 24 delegates, outstripping Vandenberg by nearly 2-to-1 in total votes. Last week most political commentators were waiting for the results of the Nebraska and Illinois primaries on April 9 before counting Vandenberg definitely out and conceding Dewey a clear lead for the Republican nomination. But nobody noted that Wisconsin voters had set the Dewey bandwagon rolling with a tremendous shove.

At least part of Dewey's smashing victory could be attributed to the way he showed his face to Wisconsin in a two-day, 900-mile, 28-stop campaign whirl through the State, while Vandenberg manded his business in Washington. Here are pictures of the trip and the face.



Dewey backers reported expenditures of \$18,000 for Wisconsin campaign literature, signs like this.



Crowd-getter Dewey blamed poor promotion for half-filled horse when he spoke to it Milwaukee.

CROWDS THAT TURNED OUT FOR DEWEY'S REAR-PLATFORM SPEECHES UNIFORMLY CONTAINED MANY YOUNGSTERS COME TO SEE THE FAMOUS GANGBUSTER. BELOW: AT BARABOO







DEWEY'S FAVORITE LAUGH-GETTER IN WISCONSIN WAS STORY ABOUT A SUPPORTER WHO SAID "I'VE BEEN FOR DEWEY EVER SINCE HE LICKED THEM SPANIARDS AT MANILA"



"THAT'S OFF THE RECORD, OF COURSE"



"I'M YOUR NEIGHBOR FROM MICHIGAN"



"THIS COUNTRY IS NOT FINISHED"



"THE BILLIONS OF DOLLARS SPENT"



"I USED TO PLAY THE TUNA MYSELF"



"AMERICAN FUTURE"



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Chamberlain's new Cabinet shuffles same faces; Reynaud's old map causes an uproar

The British people wanted a Cabinet shake-up. What Neville Chamberlain gave them last week was a Ministerial game of musical chairs. Sir Kingsley



WOOLTON

Wood swapped seats with Sir Samuel Hoare, Wood dropping down to be Lord Privy Seal and Hoare stepping up to be Air Secretary. Lord Chatfield was dropped as Minister for Coordination of Defense and his post, which has had no power since the war began, was dropped with him. There were other swaps in lesser posts but only two new faces appeared in the Cabinet. Robert S. Hudson as Minister of Shipping (he had to be new because his predecessor died) and Lord Woolton as Food Minister. Lord Woolton, whose appointment brought the only cheers from Englishmen, is an energetic North Country chain-store magnate, who may be able to do something about the high food prices and silly restrictions.

Winston Churchill was given a mere crumb of advancement by setting up a committee of the four Service Ministers—Admiralty, War, Air and Supply—to meet regularly with the service chiefs, and providing that Mr. Churchill shall preside over these meetings. The U. S. press tried to make Mr. Churchill out a "Super War Lord" but this was groundless. Although the British public had its heart set on Churchill for Minister of Defense, Chamberlain chose to share no more of his power with his rival. "Two men are running this war," an English observer said, "and they are Mr. Chamberlain and Viscount Halifax (Foreign Secretary)."

The stagnation of the war is getting on the nerves of the British as it got on the nerves of the French and, to judge from their leaders' remarks (Göring: "We must strike a blow in the West") is getting on the nerves of the Germans. The British want a stronger plan of action and they are getting to feel about their Cabinet as many Americans came to feel about the Supreme Court in the days of the Nine Old Men. It depresses them. Chamberlain gives the British a comfortable, safe feeling but they are given only a let-down by expecting a bright new Cabinet and getting a set of such dreary perennials as Sir Samuel Hoare and Sir John Simon.

**Map Scare.** Paul Reynaud, Premier of France, is a frugal fellow. He has had for years a map of Europe, printed in 1919. Instead of buying another map when Europe changed, M. Reynaud simply chalked in the new frontiers. German acquisitions he colored

red, Russian acquisitions yellow. The map was still in M. Reynaud's office when Sumner Welles came to call and photographers took their picture. It was a good picture and the editors of *L'Illustration* decided to put it on their cover. Then the censors stepped in. The red of Germany and the yellow of Russia both came out black in the photograph. This would make them look like one country, so the censors painted the whole map a uniform gray. Then the engraver decided it ought at least to have boundaries. He sketched some in, with more care for art than geography, and *L'Illustration* went to press.

Last week the Germans got hold of a copy of *L'Illustration* and M. Reynaud's map became a three-day sensation. The map, they concluded, showed the Allied war aims. It set up a Poland larger than ever, gave chunks of German soil to France, Belgium, The Netherlands, Denmark and Czechoslovakia, left a Germany one-third its present size. The Germans screamed loudest at Sumner Welles for lending himself to Allied propaganda (Said Welles: "Fantastic nonsense"). Then the Italians saw the map, discovered that it gave Trieste to Austria, Istria to Yugoslavia and the Dodecanese Islands to Greece. "This is the new Europe of the pluto-democracies," cried Italian papers.

Finally France explained the whole absurd affair and released the original picture (see left, below) on which the censor's paint had cracked so badly that it looked as if all Europe were to be divided into several hundred tiny states.



IRONSIDE

General Sir Edmund Ironside, Chief of the Imperial General Staff, who "trembled to think what would have happened" if Hitler had struck in September, but declared that "during the last fortnight we have turned the corner." The German Army, said General Ironside, "is a wonderful machine but it lacks commanding officers. No German commander now was above rank of captain in the World War, whereas Britain and France have many more experienced commanders, colonels and generals galore. There may be genius in Germany but I do not know of it."

Chamberlain proposed to push the economic war harder, both by cutting Germany's channels of supply from neutral countries and by buying up the stocks in neutral markets. First object is to block the shipment of Swedish iron ore from Narvik (see p. 84). By cracking down on Norway, Britain can intercept the ships that slip down Norway's coast, hugging the shore within the three-mile neutral limit, but she will still have the problem of stopping traffic in the Baltic.

Britain is bound in any case that neither Germany nor Russia shall get any closer to Scandinavia. In notes to Norway and Sweden, Viscount Halifax set forth that the Allies would stand for no further Russian expansion in Finland.

"Get America In." How a foreigner should not go about getting the U. S. into war was demonstrated by the Attorney General of Ontario, one Gordon Conant. Mr. Conant made a speech calling on Canadians to "do everything within our power to enlist the active support of the United States in the cause of the Allies." At that, even mild Secretary of State Hull blew up. No nondescript utterances of minor officials or individuals abroad, he said, have anything remotely to do with the policy of the U. S. Government.

How an American should not go about getting the U. S. into war was demonstrated by Jules Bache, the New York banker. During a tour of his Canadian gold mines, Mr. Bache declared that he had not "a single hair of neutrality on my head" and that "professional isolationists [in the U. S.] are simply after the votes of parents who do not want their sons to go to war." If this was meant as an impeachment, no U. S. isolationist denied it.



KAY FAMILY

**Russell Ousted.** When the New York City Board of Higher Education voted to stand by its appointment of Bertrand Russell as professor at C. C. N. Y. Bishop Manning may have felt himself licked but not Mrs. Jean Kay. This firm-jawed Brooklyn lady, whose pretty daughter Gloria expects to attend C. C. N. Y., brought a taxpayer's suit to oust Earl Russell for his "immoral and salacious attitude towards sex." Last fortnight New York Justice John E. McGeehan upheld Mrs. Kay, revoked the appointment. Said Earl Russell: "It strikes me between the eyes.... Precisely the same accusations were brought against Socrates—atheism and corrupting the young." Socrates was forced to drink hemlock. Russell is booked to lecture at Harvard.

### PICTURE OF THE WEEK

As March turned to April, thaw-swollen streams in upper New York State poured their waters into the Genesee, Chenango and Susquehanna rivers. Down the Susquehanna's long valley, a flood crest raced, spreading into lowlands, driving thousands from home. Opposite Wilkes-Barre, Pa., the tide tipped a huge gasoline tank perilously off keel. Shortly afterwards the gasoline blew up, sprayed flames over acres of brown water, sent a huge black smoke plume high into the air. Firemen fought blaze for 80 hours.



GASOLINE TANK SPILLING OVER



REYNAUD (LEFT) & WELLES (RIGHT) WITH MAP









The "Ajax" launched torpedo attacks on the *Spee* by racing forward through the calm sea towards the German ship, approximately eight miles away over the horizon, where the smoke from her guns is visible (left). No torpedoes hit the *Spee*, but these attacks made the *Spee* maneuver so that she could no longer shell the British ships effectively.

The "Graf Spee" fires a salvo from three 11 in. guns at the *Achilles* from a distance of eight miles and the smoke from the *Spee*'s guns rises over the horizon (left). The *Spee*'s shells fell 280 yd. over the *Achilles*, which fired two 6-in. guns in return. Smoke from the *Achilles*' salvo is visible in the upper-right corner. The time was then 7 03 a. m.





# WINNING THE BATTLE OF THE RIVER PLATE

FIRST ACTION PICTURES SHOW HOW  
BRITISH BAGGED NAZI "GRAF SPEE"

For four months the world has waited to see action pictures of the Battle of the River Plate, when on the morning of Dec. 13 three British cruisers—H. M. S. *Ajax*, *Achilles* and *Exeter*—pocketed the German pocket-battleship *Admiral Graf Spee*. Shown here exclusively for the first time in the U. S., these pictures, taken during the height of action by a Sergeant of Marines aboard the *Achilles*, are vivid reminders of the war's most dramatic naval engagement which ended four days later with the scuttling of the *Spee* in the mouth of the Plate off Uruguay.

These pictures were taken between 7:03 and 7:40 a.m., soon after the *Spee* fired its first salvo. By that time the *Exeter*, hit by four 870-lb. shells, was practically out of the fight. But the two remaining British cruisers finally put their larger, more powerful but slower foe out of commission by clever "hit-and-run" tactics which even the enemy captain sportingly described as "incredible maneuvers" of "inconceivable audacity."

Keeping well away from the *Spee*, here visible only by the smoke of her guns eight miles away, the *Ajax* and *Achilles* alternately charged towards the *Spee* to fire at her from as close as four miles and to launch torpedoes when the pressure from the *Spee*'s 11-in. guns got too hot for the other cruiser to stand. At the same time both cruisers exploited the weak spot in the design of the *Spee*, which had bunched her heavy guns in two turrets, by maneuvering around the *Spee* so that she was unable to turn both turrets simultaneously on any one of the British cruisers.



A "Spee" salvo falls astern of the *Ajax* (far right) as smoke from the *Spee*'s guns rises at left. The *Ajax* has cleverly kept astern of the *Spee* so that only one of the German's two turrets can be brought to bear.

Below: two 5.9-in. shells from the *Spee* fall over the *Achilles* and explode in water. The helmeted anti-aircraft crew, sitting with nothing to do (left), are protected from shell splinters by the mats on railing.



The "Ajax," 600 yd. off the starboard side of the *Achilles*, has just let go with 400 lb. of shell from her forward turrets. The time is 7:40 a. m.







THREE RUSSIANS IN WINTER UNIFORM CONFRONT A FINNISH FRONTIER GUARD AT THE BARBED WIRE ON THE HANKO PENINSULA ACQUIRED BY RUSSIA BY PEACE TREATY

## RUSSIANS FACE FINNS IN PEACE ON NEW FRONTIERS

Three Russians marched up to the Finnish barbed wire halfway up Finland's ceded peninsula of Hanko, March 23. Standing in their winter uniforms 200 miles from the nearest Russian mainland, they mark the high tide of Russia's westward drive. Behind them lies a peninsula whose 11,000 Finns have fled to the last man, with all their portable goods including 100,000 tons of coal, industrial machinery, a dynamite factory. They left behind some of Finland's

most luxurious summer villas and a fortified peninsula that dominates the eastern Baltic and could be a base for a renewed war in the very heart of Finland.

With just that thought, the Finns had proposed a defensive alliance to Norway and Sweden. The Russians squawked. Last week Britain quietly notified Norway and Sweden that if Soviet Russia renews its war on Finland, England will feel compelled this time for military reasons to come to Finland's rescue.



# THE BEST BLOOD OF FRANCE

## GRADUATES FROM ST. CYR

Pictures of a handful of its "glorious dead" were released last fortnight by France. It was significant that the dead young men were the flower of France's aristocratic and military castes, graduates of 138-year-old St. Cyr military academy. The graduating class of 1914 swore to die in white gloves and plumes and promptly did, at Charleroi, on August 22, 1914.

The graduating class of 1940, who knelt in the St. Cyr courtyard March 16 (below), were equally willing

to die. But republican France, sworn to fight for democracy, wishes to tone down the aristocratic and authoritarian splendor of its St. Cyr officers. Instead of the traditional white gloves, plumes and Napoleonic uniform, they wore khaki. Instead of the usual two-year course, they had had six months. Their choice for a class name was "Franco-British Friendship." As second lieutenants, they went out to their commands. If last War is a measure, not half will return.



THE 1940 GRADUATING CLASS OF ST. CYR FRANCE'S SWANK MILITARY ACADEMY, KNEEL BENEATH THEIR COLORS FOR AN ORATION BY THE CLASSMATE WITH LOWEST MARKS



**JEAN-MARIE CHEVALIER** "volunteered for a particularly dangerous post and on Dec. 11 fought off enemy with grenades, was mortally wounded, giving example of stoicism and the spirit of sacrifice."



**HENRI BRODIN**, "mentioned in dispatches, led his section to an enemy strong point on the edge of a wood, and was mortally wounded just as he succeeded in taking the enemy's position."



**LE PESANT**, "mentioned in dispatches, an officer of spirit inspired his men by his kindness and strength of mind, was mortally wounded on the night of Sept. 27, while going forward to his post."



**CLAUDE PIERRE**, "magnificent officer, moral brave pursuit pilot, met with a glorious death Sept. 23 during a combat with three enemy planes, after having brought down one enemy plane."



**FRANÇOIS PSALMON**, "mentioned in dispatches, son of a lieutenant colonel, headed a volunteer patrol, had four fingers blown off, refused help, went on and was killed outright shortly after."



**LAPADU-MARGUES**, "mentioned in dispatches, Military Cross with Palm, a cool and exceptionally brilliant observer, was attacked by four enemy planes on Sept. 28 and met a glorious death."



**VALET**, "captured an enemy position without losses, fought off enemy counterattacks and was killed while going to the help of a group in difficulties. He had proved his pluck and spirit."



**VINCENT FLIPO**, "first member of the 1939 Class of Cyrards to fall, 19-year-old son of member of French Institute, died during an infantry engagement on the Rhine in first days of September."





Circuit Judge Thomas J. Rowe reads his decision, finding that the *Post-Dispatch's* editorials and cartoon tended to "defame, degrade and insult" his court, were "grossly contemptuous."



The defendants hear Judge Rowe's ruling. Shown here (left to right) are Ralph Coghlan, editor of the editorial page; Joseph Pulitzer, publisher; Daniel R. Fitzpatrick, cartoonist.

## A TOUCHY JUDGE FINDS THE ST. LOUIS "POST-DISPATCH" IN CONTEMPT OF COURT

In St. Louis on April 3, Circuit Judge Thomas J. Rowe imposed fines and jail sentences on the cartoonist and chief editorial writer of the St. Louis *Post-Dispatch* and thereby precipitated one of the most provocative freedom-of-the-press cases raised in America since John Peter Zenger, publisher of the New York *Weekly Journal*, went to prison for writing sharp words about Governor William Cosby in 1734.

Earlier the crusading *Post-Dispatch* had adduced evidence that John Nick, boss of the Motion Picture Operators Union, had accepted a bribe to silence his union's demands for higher wages. He was indicted with State Legislator Edward M. ("Putty Nose")

Brady, his alleged go-between. On March 4, Judge Rowe dismissed extortion charges against Brady. Next day another judge found that Nick had received the money, ordered him to pay his union \$10,000.

Outraged by Judge Rowe's action, the *Post-Dispatch* trumpeted, as it had many times past, against corruption in the courts. An angry editorial shouted, "THESE MEN ARE GUILTY!" A cartoon by Daniel R. Fitzpatrick underscored this thesis. Judge Rowe promptly ordered Fitzpatrick, Ralph Coghlan, editor of the editorial page, and Managing Editor Benjamin Reese to appear and answer charges of contempt of court. Acting as complainant, jury and judge, Judge

Rowe fined the *Post-Dispatch* \$2,000, sentenced Fitzpatrick to a \$100 fine and ten days and Coghlan to a \$200 fine and 20 days in jail, acquitted Reese.

Pending an appeal to the State Supreme Court, Publisher Joseph Pulitzer printed his first signed editorial, "If a newspaper is to be gagged," he wrote, "whenever a judge has felt the sting of editorial criticism, that means the end of freedom of the press. . . . The *Post-Dispatch* will continue to criticize the courts." Throughout the country journalistic ire arose. In New York City the *Herald Tribune* thundered: "It would be hard to imagine a more arrogant and outrageous abuse of the contempt process."



The contemptuous cartoon neatly synthesized the concept of motion pictures with that of municipal corruption. Rat Alley is Artist Fitzpatrick's mythical St. Louis political shum.



Editor Ralph Coghlan stands before the judge and hears himself sentenced to a fine and 20 days in jail. He and Fitzpatrick promptly appealed and were released in \$500 bail each.





**MY...WHAT A RELIEF  
IT IS TO SEE JUDY  
EAT HER BREAKFAST  
WITHOUT A  
WORD OF COAXING!**

*Switch to something you'll like!*

*The famous FLAVOR of Kellogg's toasted Corn Flakes—  
the result of a secret known only to Kellogg—has made these  
extra-fresh, golden-brown flakes America's most  
popular ready-to-eat cereal!*



DELICIOUS WITH FRESH,  
FROZEN, COOKED OR  
CANNED FRUIT

**FLAVOR** *does it!*

Copyright 1910 by Kellogg Company

**W**E'VE RUNG DOORBELLS, we've sent out questionnaires, we've telephoned mothers all over the country . . . and ended by proving what we knew before! Thousands of mothers told us that Kellogg's Corn Flakes had solved the breakfast problem for them.

It's wonderful—they say—to see their children dig in and eat a good breakfast without a word of coaxing. If you want it to happen at your house, let the famous flavor of Kellogg's toasted Corn Flakes cast its spell over your family. See, too, how it tempts them to consume a lot of extra milk!

Extra-crisp, extra-fresh, these golden toasted flakes have a special tempting goodness that's the result of a secret known only to Kellogg. So remember—to get that one-and-only Kellogg flavor, be sure to get Kellogg's—the original corn flakes.

*Also ask for Kellogg's Corn Flakes in  
restaurants, hotels, dining cars.*



# 128 HORSEPOWER

## Comes to Life!

### In HUDSON... Greatest Performing Eight of Them All

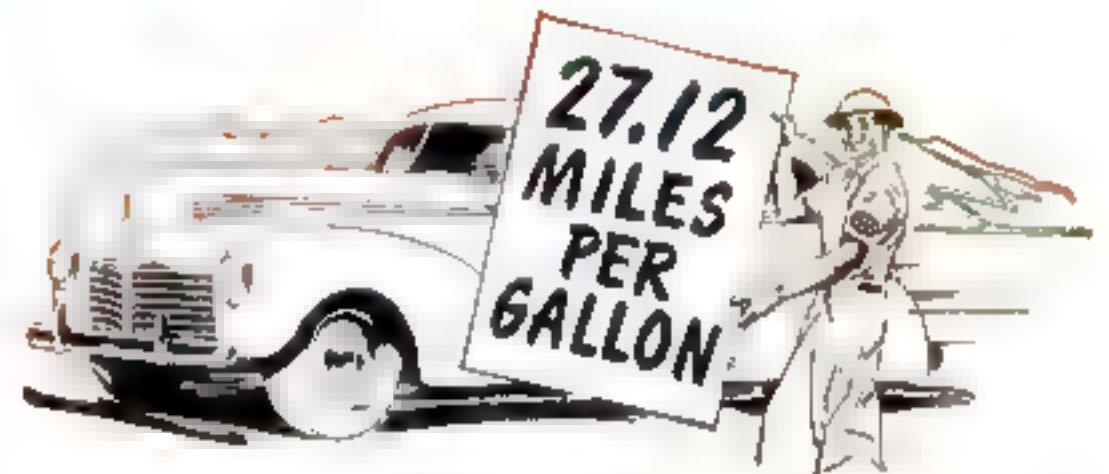


IN OFFICIAL TESTS on Bonneville Flats, Utah, a stock model Hudson Eight sedan (under A.A.A. Contest Board supervision) beat the best any other car in its class had ever done, from 1 to 1000 miles, averaging 91.34 miles per hour... electrically timed, not speedometer miles.

\*Car equipped with high compression cylinder head and optional rear axle ratio.



JOHN COBB, NOTED BRITISH SPORTSMAN, drove the Hudson Eight to a new flying mile record of 93.00 miles per hour... fastest mile ever traveled by a stock car of its class\*. Cobb praised its performance, easy riding and steering... called it "an exceptional car in every way."



LEADER IN ECONOMY, TOO! No other straight eight ever equalled this record... 27.12 miles per gallon in an official 1000-mile test (Car equipped with overdrive.) Even in ordinary "stop-and-go" driving, which of course uses more gas, Hudson Eight economy will amaze you.

## A New Kind of Low Priced Straight Eight

If you love the feel of a car that wants to GO, spend a half hour at the wheel of this new Hudson Eight. See what happens when 128 horsepower comes to life!

There's no performance quite like this on the road today. None so smooth, none so eager, none so satisfying... in traffic, on hills, or cross-country! And feature after feature proclaims Hudson the *safest* of all automobiles.

Although it's the lowest priced straight eight in America today, it is a true luxury car... in extra roominess and comfort, in the rich quality of Hockanum Woolen

upholstery, and the buoyant restfulness of Airfoam Seat Cushions (at no extra cost).

In the new Hudson Eight De Luxe, you'll find interiors even more luxurious... fittings and equipment lavishly complete; a wealth of distinctive style touches, outside as well as in, that contribute to lasting pride of ownership!

Remember, if you want *performance*, there's no substitute for *power*... and it costs you several hundred dollars more, in any other car, to match Hudson Eight power. Before you decide on your 1940 automobile, come for a ride in the *greatest performing eight* of them all.

## —DRIVE— HUDSON 8

### AND NEW HUDSON EIGHT DE LUXE

NEW HUDSON EIGHT PRICES START AT . . .

# \$860

\*delivered in Detroit, including Federal taxes, not including state and local taxes, if any. Low time payment terms. Prices subject to change without notice.

Also new HUDSON Six, most amazing lowest priced car ever built—starting at \$670\*; and new HUDSON Super-Six, starting at \$809\*

New HUDSON Country Club Sedans, luxury sensations of the year, starting at \$1010\*

Car shown is new Hudson Eight Touring Sedan, \$952\*, delivered in Detroit (white sidewall tires extra)



CAR OF THE YEAR . . . IN BEAUTY, LUXURY AND SAFETY

## AMERICA'S LOWEST PRICED STRAIGHT EIGHT





ARTILLERYMEN DISCHARGE A NEW 155-MM. FIELD GUN. NOTE THE RECOIL. AT PRESENT TIME THE ARMY HAS ONLY 48 OF THESE GUNS

## U.S. ARMY TRIES OUT ITS NEWEST "HOW" AND "A A" GUN

At Fort Bragg, N. C., and other test ranges last week, the Army tested some important new guns. They were better than any it has ever had before, better than any, it is believed, now roaring in the battlefields of Europe. Here you see exclusive pictures of these weapons, which many a U.S. artilleryman has not yet had a chance to inspect. It was only on March 18 that the Army adopted the 90-mm. anti-aircraft (A A) gun shown below. On March 19, it accepted the 105-mm. howitzer ("How") at right.

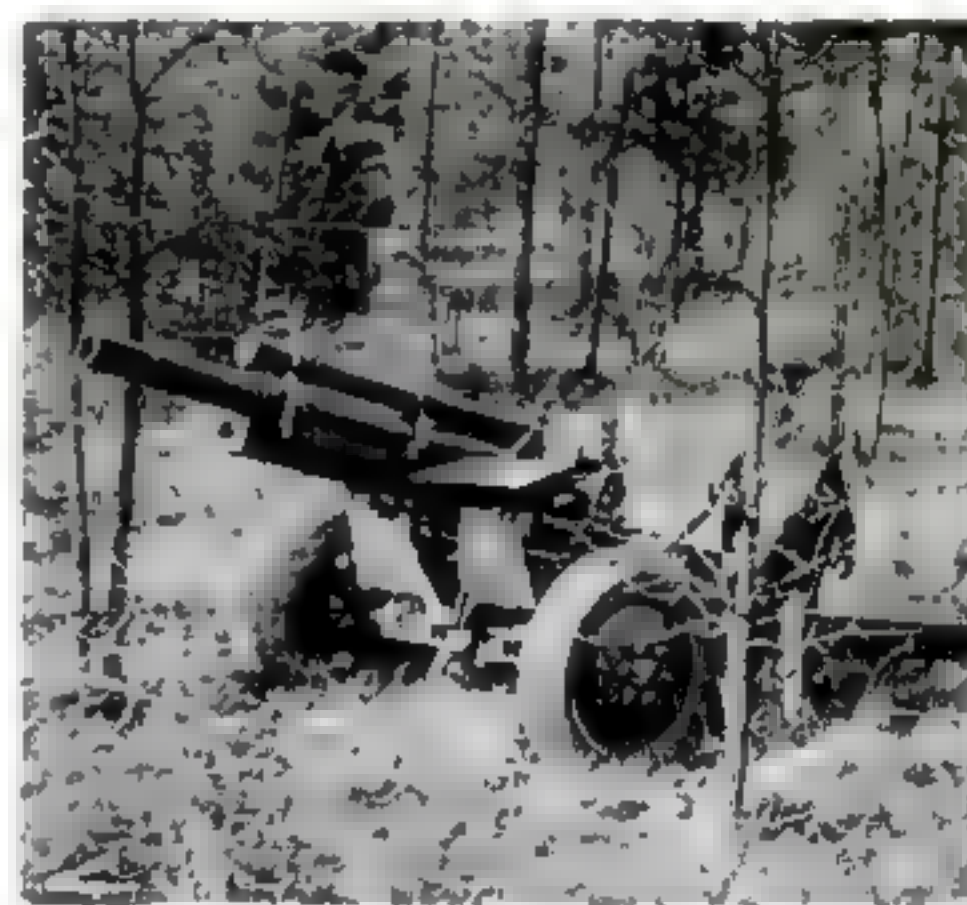
The newest in heavy artillery is the 155-mm. field gun above. It fires a 95-lb. shell 20,000 yd., can be emplaced in 30 minutes, is towed by a fast truck at 20-25 m.p.h. The old 155, which it replaces, had a range of only 17,500 yd., took more than an hour to

emplace, pooped along behind a tractor at 4 m.p.h.

The 90-mm. anti-aircraft gun will supplement 3-in. batteries now in use. More powerful than any U.S. mobile gun hitherto developed, it fires a heavy shell, which on bursting has a destruction radius of more than 50 yd. The Army needs several hundred of these guns but only 24 are now on order.

The new 105-mm. howitzer shoots a 33-lb. shell 12,000 yd., fires in either a flat or arched trajectory. Though 105-mm. howitzers are largely supplanting light field guns in Europe, the minuscule U.S. Army has only 48 in prospect against an estimated required minimum of 200.

For pictures of the Army's newest-type observation balloon with detachable gondola, turn the page.



A 105-MM. "HOW" IS SET UP IN WOODS AT FORT BRAGG

GUNNERS READY A POTENT NEW 90-MM. A A GUN IN OPERATIONS FOLLOWING ITS ADOPTION BY THE ARMY, MARCH 18. NOTE THAT HEAT HAS CRACKED PAINT ON GUN BARREL





*Now*  
**A GLORIOUS FOUNDATION**  
**KEEPS MAKE-UP FRESH**  
*for hours*




**Mist-Thin Lotion helps soften skin . . . hide defects, too!**



**G**LORIFY your make-up, look fresh and well-groomed for hours on end! With *Ralo Lotion* by Elmo! . . . Spread this dainty, fragrant make-up base over your freshly cleansed skin. Tissue off the excess . . . What remains on your skin is an invisible "veil of protection"—Protection for your skin, protection for your make-up! Your powder clings, *stays put*, seems to hide tiny blemishes! Skin looks satiny.

Ralo Lotion aids in softening skin, too. And it helps protect it from wind, sun and dirt! Get a bottle at your favorite cosmetic counter . . . It's so economical—a bottle lasts for *months*!

**RALO LOTION**  
**BY** *Elmo*  
 PHILADELPHIA • SAN FRANCISCO

## Army's new guns (continued)



A new-type observation balloon is tested at Fort Bragg. Used as a captive during spotting, it flies to its post under the power from its detachable motor gondola.



At the scene of operations, an observation basket is substituted for the motor gondola (right) and the balloon is sent up on a wire from the winch truck (center).







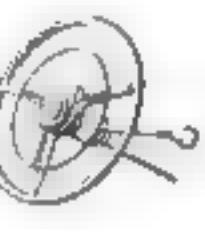


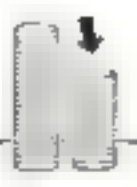


During combat, the balloon hovers captive, directing fire of 155-mm. field gun. Planes are less efficient in artillery work, but the Army has only six of these balloons.





# “Are You Havin’ Any Fun?”

“Bill’s a lamb  he planned the weekend just for me...but things happened in our ’36 car:  Flat tire—spare under luggage  couldn’t even *find* the jack. I stopped a car  —a new De Soto...the owner opened a  10-bag trunk! His spare was at the side  ...the gearshift was on the steering post  out of the way of knees  ...seats were 8" wider than ours...doors as big as a  house. Fact is, he had (39) features we didn’t have—and his new 1940 De Soto cost \$20—\$48 less  than last year’s! How did we know? He was a De Soto salesman...*sold us one!* We’re really havin’ fun!”

DE SOTO DIVISION OF CHRYSLER CORPORATION DETROIT, MICH.

**DE SOTO**  
AMERICA'S FAMILY CAR  
De Luxe Coupe | De Luxe Sedan  
**\$845 | \$905**  
Delivered at Detroit, Mich. Federal taxes included.  
Transportation, state and local taxes, if any, extra.  
Major Boxes, C.B.S., Thursday, 9-10 p.m., E.S.T.







The hand-kissing wolf is a menace to debutantes. Jack Haley warns Marta Eggert how he starts work.



The arm-around-waist wolf is also demonstrated by Haley. He keeps one hand on girl so it won't know what other hand is contemplating.



The laughing wolf is the most insidious type. He disarms debutante with laughter, claps hand on her knee as if it were all just in fun.

## DEBUTANTES ARE TAUGHT HOW TO BEHAVE IN NEW MUSICAL COMEDY "HIGHER & HIGHER"

Spring, with all its temptations, is a difficult season for pretty young debutantes. But fortunately Broadway's latest musical comedy, *Higher and Higher*, offers them practical advice in the form of several interesting scenes. With the utmost respect, LIFE offers here a few of these scenes to any young ladies who may profit therefrom.

The debutante being educated (*above and below*) is Marta Eggert. As a star in *Higher and Higher*, with music by Rodgers and Hart, she is making her first Broadway appearance. She plays the part of a kitchenmaid who impersonates a debutante to help win back the fortune of impoverished bluebloods.

Teaching a kitchenmaid to be a debutante turns out to be an easy job. Marta is told that a debutante's vocabulary need include only four terms: swell, cute, O. K. and nuts. She is also told about Yale men. "Yale's a period a lot of men go through between change of voice and selling insurance."

On the following pages, you will see what happens after Marta comes home from her first swank party. LIFE does not endorse this as exemplary behavior.

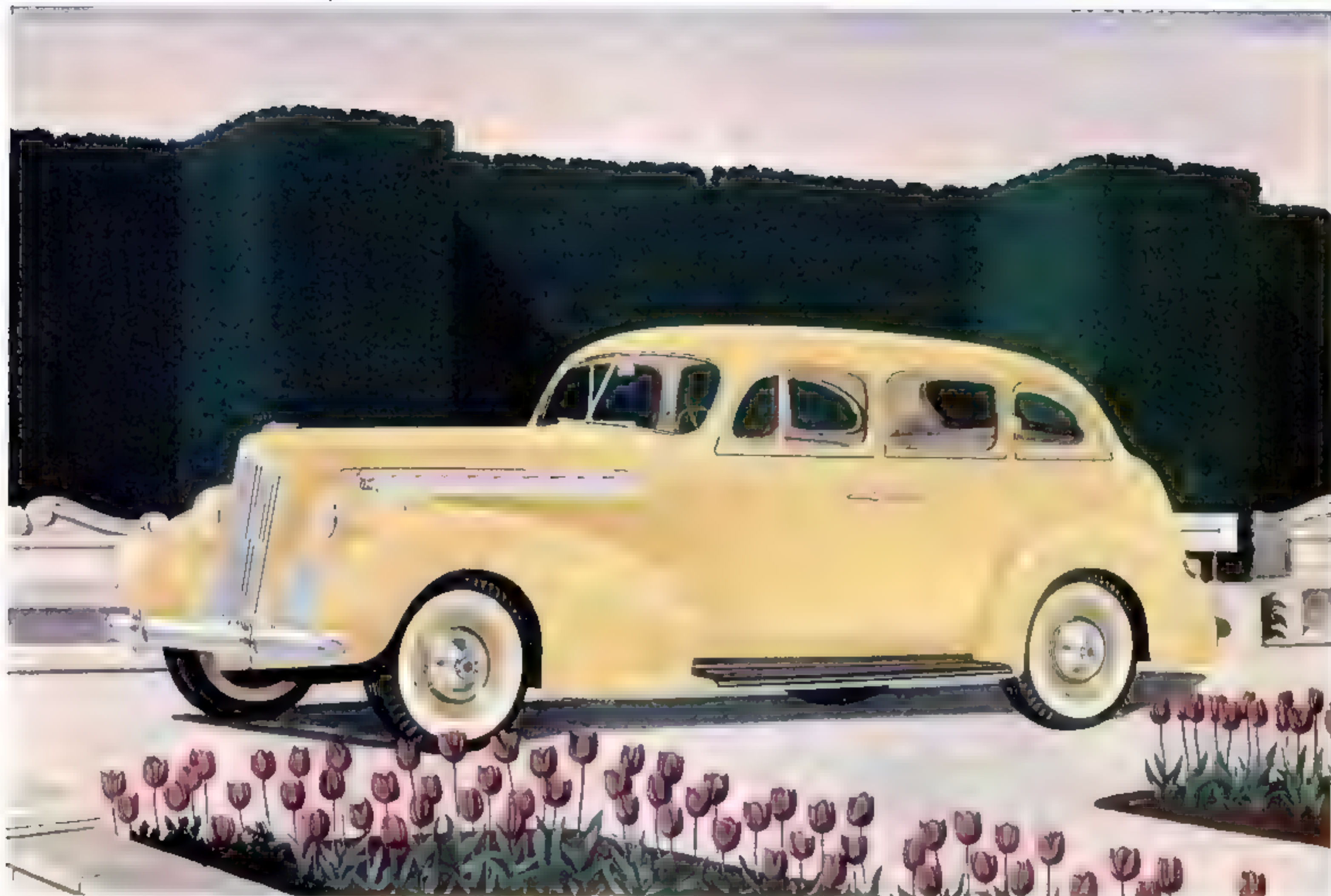
Don't whistle for a waiter at a night club, says Jack Haley (*right*) to Marta Eggert. He and Shirley Ross are teaching Marta at home how to behave at her first party.



Don't shake hands with a waiter, Marta is told as she rehearses her arrival at the Stork Club. Her two tutors, Shirley and Jack, clutch their heads in despair at Marta's display of democratic friendliness.







Illustrated: Packard One-Twenty Touring Sedan, \$1161\* (white sidewall tires extra)



## Can a car have personality?

IF YOU THINK that "all eights are much alike" . . . you've a rousing surprise ahead!

For this Packard 120 behaves totally unlike any other car you know. It has *personality*. And this different quality—the different and superb way it rides, feels and handles—is what accounts for the "one-car" loyalty of its owners.

Owners of the One-Twenty are probably the most vocal of all car owners. They'll describe its rakish lines . . . the arrow-swift flight . . . the new relaxation its *extra length* provides. Suggest that upkeep costs must run a bit high on so big and fine a car, and they'll quote you low mileage figures on gasoline and oil! And if your One-Twenty owner has had his car

long enough for any routine servicing—he'll tell you that *One-Twenty service charges compare favorably with those of even much smaller cars!*

But when you've asked the man who owns one—it's time for a first-hand thrill!

Settle back in the pilot's seat, flick the starter—and let 120 horsepower take charge. Cars heading your way are soon specks in your mirror . . . trees and houses blur astern. Fun? You're *having* it!

One short drive in a 1940 Packard 120 is all you'll need to convince you that other cars represent so much wasted time. But be difficult! Get out your pencil. Compare the One-Twenty, on a dollar-for-dollar basis, with any

other eight. When you've done that—you'll know why the One-Twenty family is growing like spring wheat in May . . . and why it's the *one* car for your dollars! See your Packard dealer *now*.

ASK THE MAN WHO OWNS ONE

# PACKARD 120

## \$1038

**AND UP.** Packard 110, \$887 and up. Packard 120, \$1038 and up. Packard Super-8 160, \$1624 and up. Packard Custom Super-8 180, \$2228 to \$6300. \*All prices delivered in Detroit, State taxes extra.



## A Pioneer of CALIFORNIA

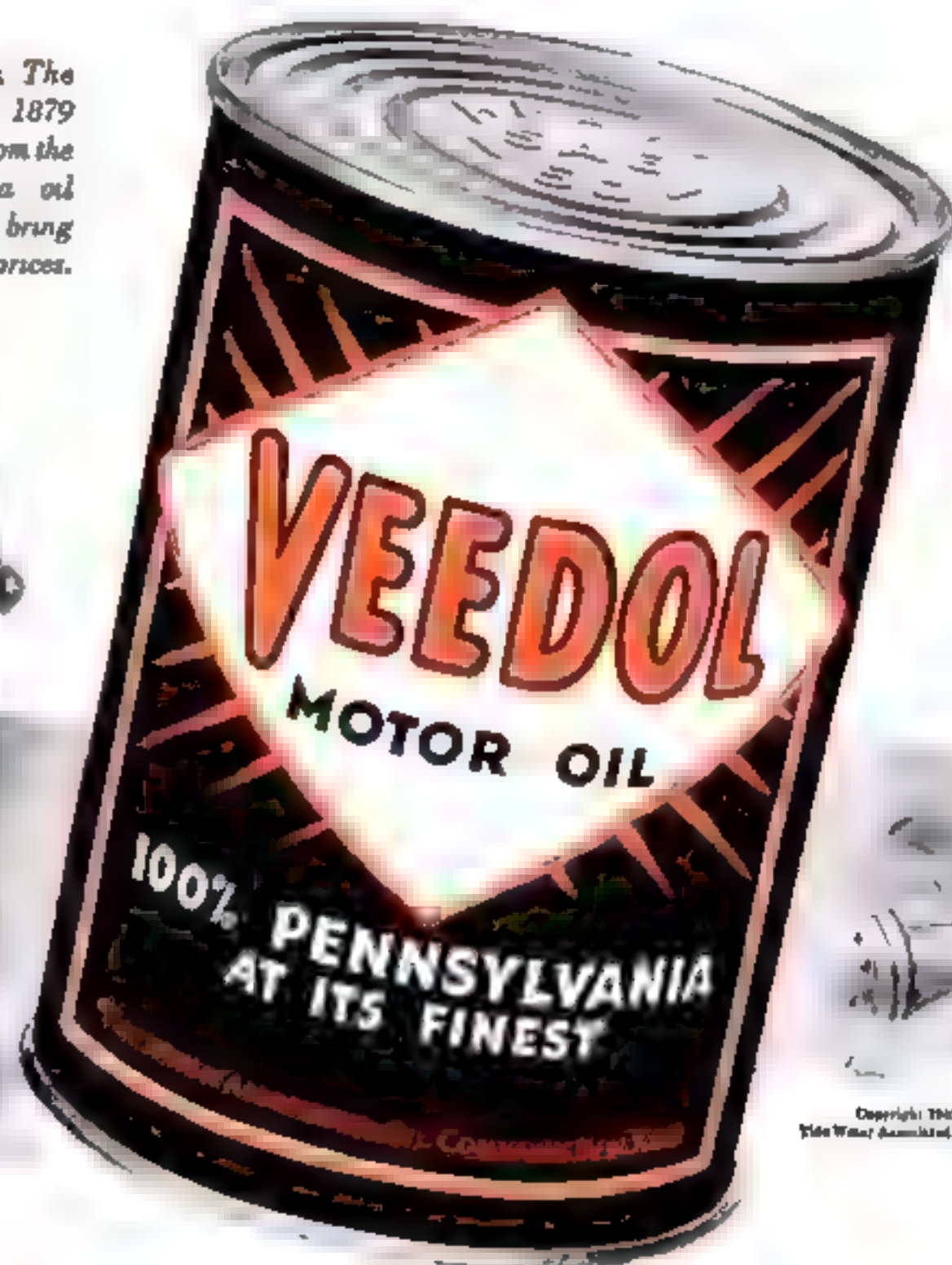


**YELLOW GOLD . . .** The discovery of gold in 1849 at Sutter's Mill, California started the most fabulous gold rush in modern history.



## A Pioneer of PENNSYLVANIA

**BLACK GOLD . . .** The makers of Veedol in 1879 laid the first pipe line from the Bradford-Pennsylvania oil fields to the seacoast to bring you better oil at lower prices.



Copyright 1941 by  
Tide Water Associated Oil Company

Nature gave them both that  
**EXTRA SOMETHING**

**N**O SPOT on earth has seen a rush to equal that of '49 for the yellow gold of California. And no spot on earth produces such black gold as the oil fields of Pennsylvania. As a pioneer of petroleum production in Pennsylvania, the makers of Veedol can offer you the pick of Bradford-Pennsylvania . . . the choicest of all motor oils. So ask for Veedol today . . . get extra protection . . . extra mileage from this oil that "nature gave a head start".

*Product of Tide Water Associated Oil Company, makers of "Flying A" gasoline.*





"Higher and Higher" (continued)  
Marta comes home tight from the Stork Club where she has forgotten all her etiquette lessons and had a marvelous time. She collapses merrily on floor while sober Jack tries to hoist her onto a chair. Marta will not co-operate. She wants to play.



Putting Marta to bed is a tough job for Jack. While he struggles to take off her shoes, she performs a similar operation on him. Below: Marta peels off her stockings only after Jack has agreed to keep her company by taking off his own socks.



CONTINUED ON NEXT PAGE



**GOOD WHISKIES**

**DESERVE**

***White Rock***

**ALL OTHER WHISKIES**

**NEED IT!**



Not bottled, carbonated  
local tap-water...



—but pure mineral  
spring water that  
improves your drink.



## A message to car owners... from the Antarctic



**YOU** want the battery you buy to start your car in rain or shine—hail or snow.

Take a tip from that famous South Polar touring car, the Snow Cruiser. Its two 150 H. P. Diesels are "turned over" by Exide Batteries. If Exides can handle what is probably the toughest starting job on record, surely you can depend on Exide to start your car under all conditions of any season of the year.

Since all automobile batteries look pretty much alike, avoid guesswork; be guided by the proved dependability of Exide in buying a new one for your car.

But never buy any battery before you are sure you need a

new one. Good batteries as well as worn-out batteries run down. You can be sure if you have yours tested on the Exide Sure-Start Tester, a new scientific instrument that shows a battery's true condition. This test is free. Look for the Exide Dealer Sign—symbol of honest service.

THE ELECTRIC STORAGE BATTERY CO., Philadelphia... *The World's Largest Manufacturers of Storage Batteries for Every Purpose*  
Exide Batteries of Canada, Limited, Toronto



WHEN IT'S AN  
**Exide** YOU START



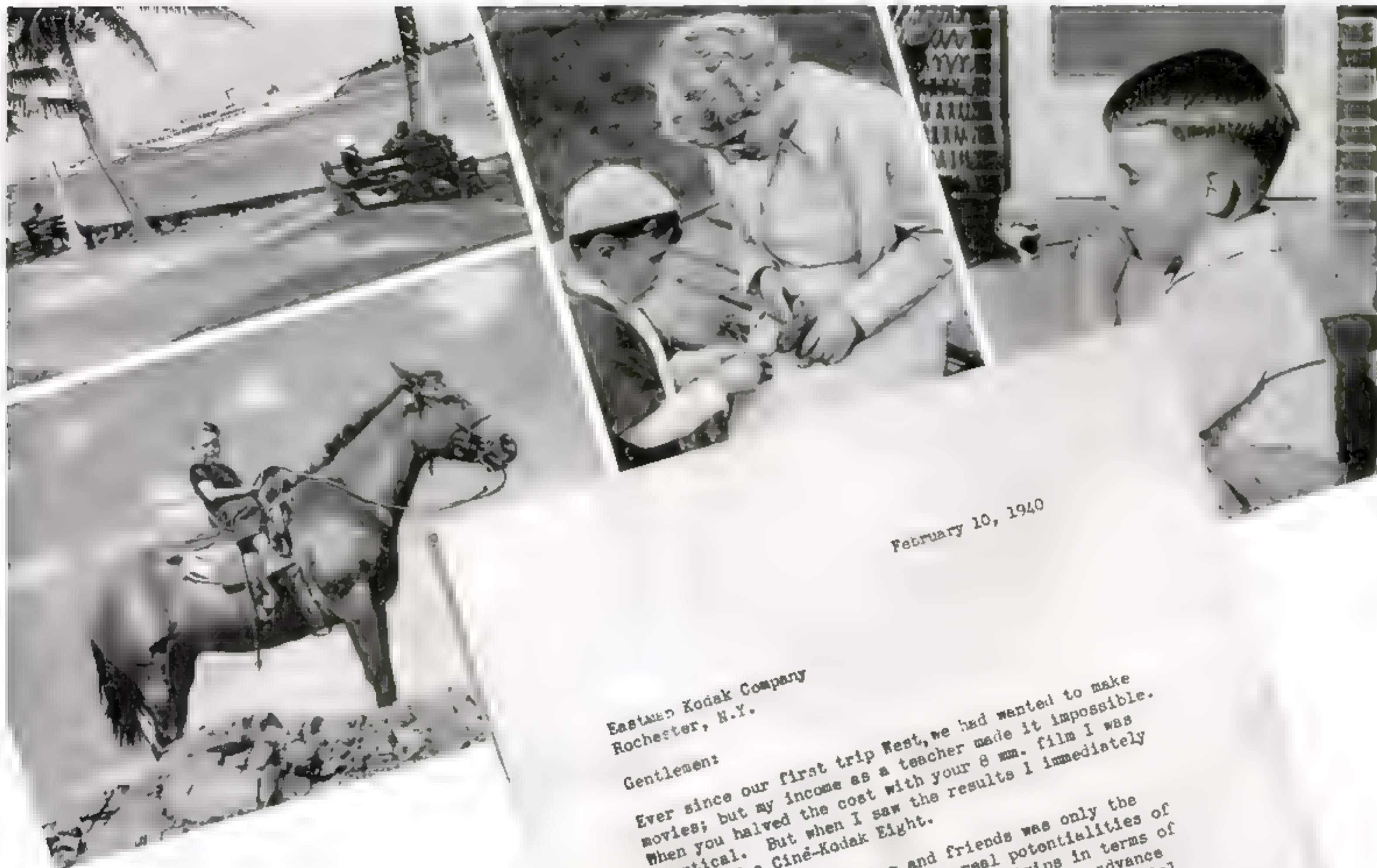
Putty in a woman's hands is patient Jack who agrees to put on Marta's hosiery in a last desperate attempt to make her calm down and go to bed. Here Marta watches with great glee Jack's heroic effort to blow his way into her flimsy silk stocking.



Jack collapses on bed while lively Marta continues to frolic around. The limp legs hanging over the edge of the bed belong to Jack. Below: Jack gets the bump's rush from Marta's boy friend, Lief Erikson, who assumes that Jack was up to no good.







February 10, 1940

Eastman Kodak Company  
Rochester, N.Y.  
Gentlemen:

Ever since our first trip West, we had wanted to make movies; but my income as a teacher made it impossible. When you halved the cost with your 8 mm. film I was skeptical. But when I saw the results I immediately purchased a Ciné-Kodak Eight.

"Shooting" the youngster and friends was only the beginning. We discovered the real potentialities of movie making when we began to plan trips in terms of a screen record. Vacation began months in advance as we spent delightful evenings gathering pictorial information about the regions to be visited.

Today we relive our trips and adventures as the magic of movies takes us back to Florida, the Southwest, the inspiring Rockies.

And the cost is so slight that we never feel it.

Sincerely yours,  
Russell A. Dixon

2115 Dartmore Street  
Pittsburgh, Pa.

## Here's why Mr. Dixon finds the cost of movie making "so slight"

... Make your movies with the Ciné-Kodak Eight, and a dime or less pays for an entire movie scene. Each scene runs as long on the home movie screen as the average shot in the newsreels, and the Eight makes 20 to 30 such scenes on a roll of film costing only \$2, finished, ready to show... See Ciné-Kodak Eight and the excellent movies it makes... at your dealer's... Eastman Kodak Company, Rochester, N.Y.

### KODAK TO PRESENT ENTIRELY NEW COLOR SHOW AT THE NEW YORK WORLD'S FAIR

Last year, nearly 4,000,000 people marveled at the beauty and drama of Kodachrome full-color pictures projected on a 167-foot screen, longest in the world. This year they'll be flocking back—the new show is greater than ever... Also at the Kodak Building—expert advice on picture taking at the Fair. Don't forget your Ciné-Kodak.



Makes marvelous movies  
at everybody's price

# Ciné-Kodak Eight — only \$29<sup>50</sup>



## MODERN LIVING



The house of Marcel Rochas, called to the colors at the start of the war, did not re-open



Taped windows, with a Diana and fantastic deer made of white and gold strips—are the only reminders of war at the open Paquin establishment



Molyneux's, one of the few houses that never closed, was the first to present a new collection after the outbreak of the war

## SOME SCENES FROM THE ECONOMIC WAR FRONT OF PARISIAN FASHIONS

War came, and all over the world those to whom women's wearing apparel is business or fun or both posed the question, "What about Paris?"

War came, and many of the French houses closed. Men important to the industry were called to the colors. Essential materials were requisitioned. Some houses talked of reopening in the suburbs. Some considered Cannes and Biarritz as fashion centers. But some, like Madame Lanvin, never closed.

By late October, time for the lesser midseason showings, the government had released key men and materials. By December, time for preparing the important spring collections, the great uncertainty was whether American buyers and press would risk the perils and discomforts of a trip to Paris. There was talk of shipping the clothes to New York for a gala fashion show. Nothing came of it. In January, wartime French couture made a worthy contribution to the economic front. Americans attended. A grateful French Government gave them a reception. Madame Suzy held a cocktail party. The American press countered with stories of brave Paris carrying on. Buyers, representing shops with a clientele which normally buys some of its own originals in Paris, bought more than usual. Despite the war, Paris still retains its fashion crown.

Paris scenes during the latest collections are shown here.



JENNY HOLT, FRENCH MOVIE STAR, CONFERES WITH SCHIAPARELLI, HERE HOLDING BÉRARD'S DOG

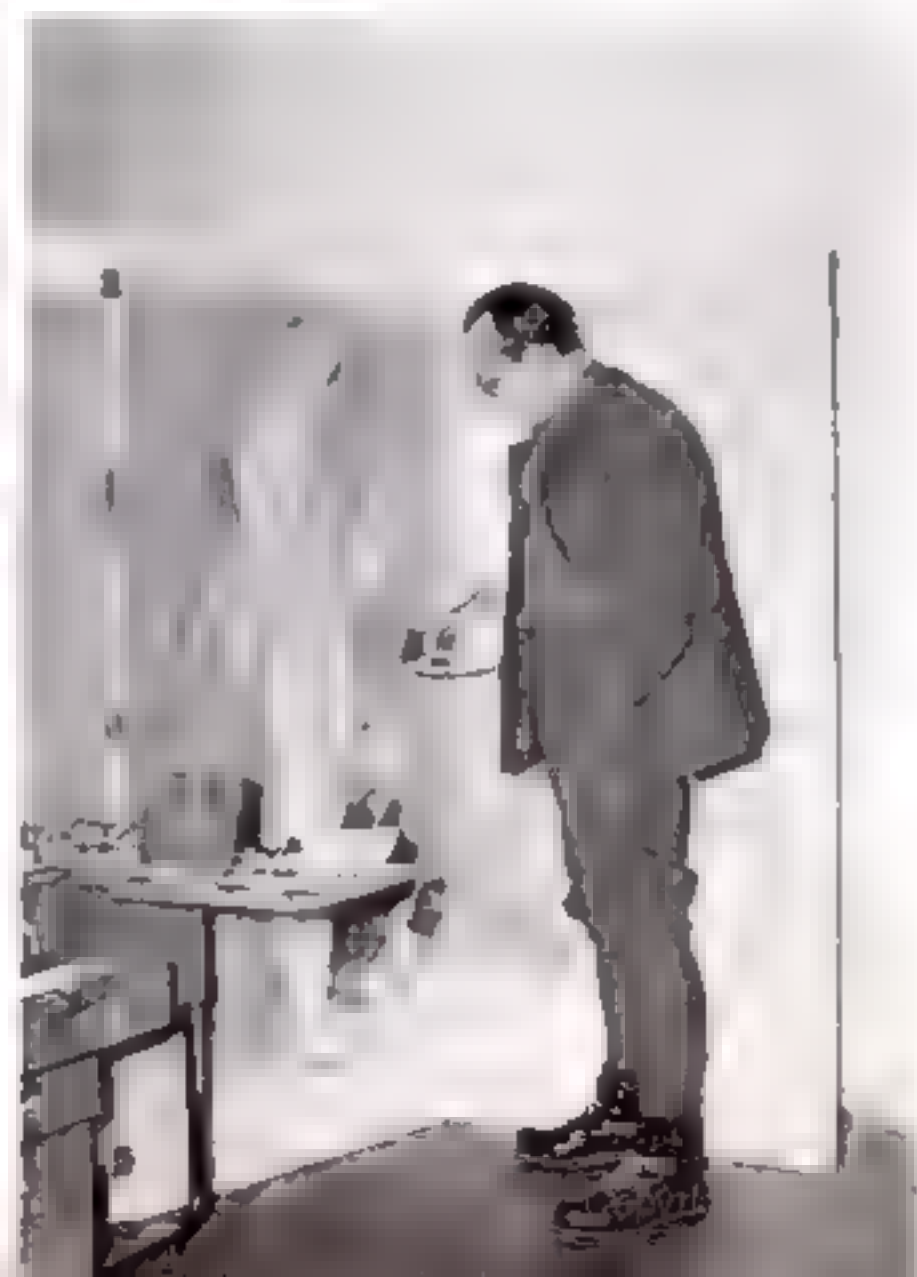
Lieut. Pierre Mourgue, artist for *Harper's Bazaar*, was granted a leave



Corporal Jean Moral, fashion photographer on six-day leave from the Army, snaps a mannequin beside amusement posters. French Government considers this propaganda work.



Private Marcel Vertes, home on leave, temporarily puts down gun, helmet for painter's brush and palette.







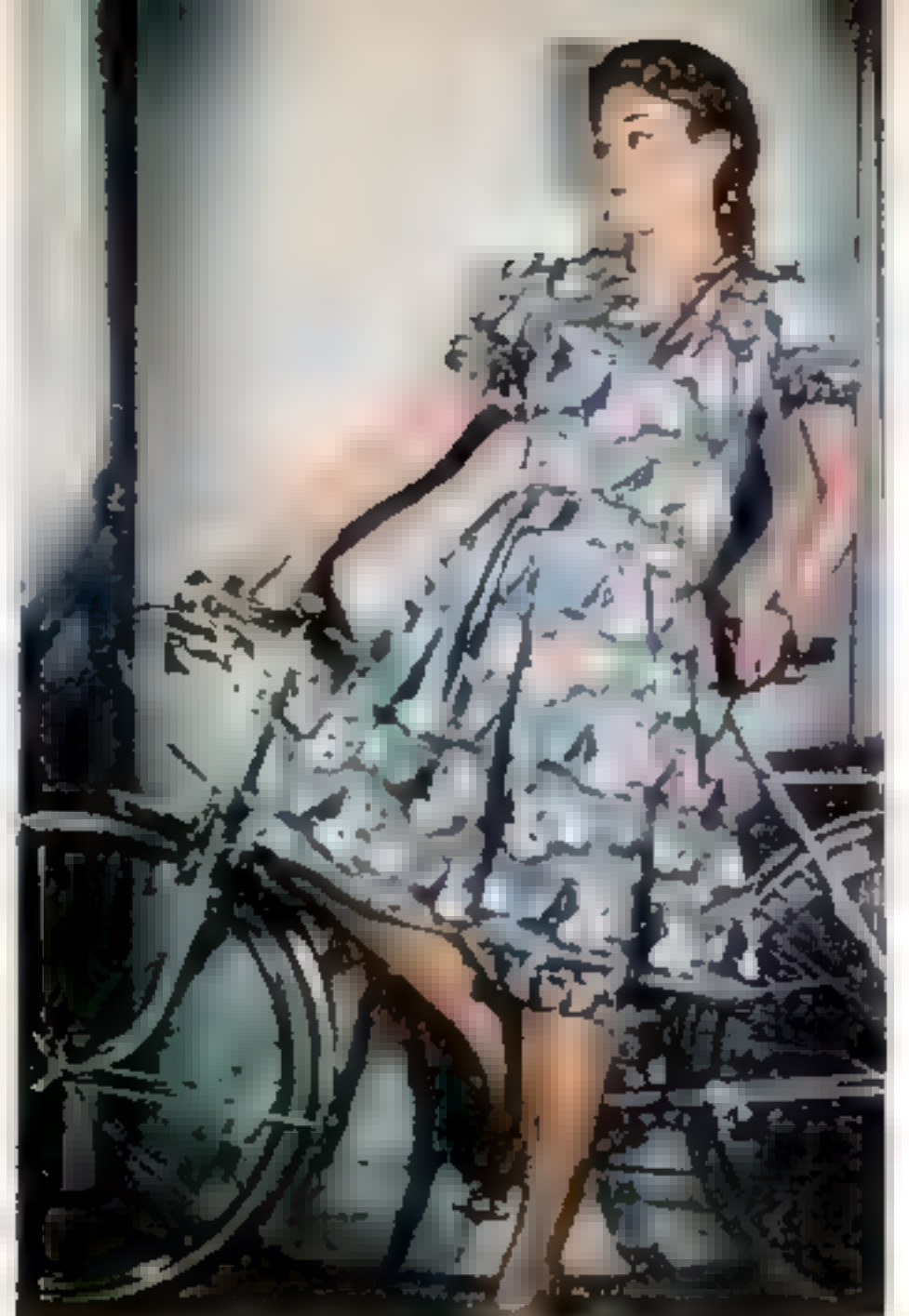
GAYEST OF THE EVENING FASHIONS IS THIS BRILLIANT TAFFETA-PLAID WRAP BY PIQUET WITH ITS HUGE LEG O'MUTTON SLEEVES





FINNISH PEASANT STOCKINGS IN WHITE AND BRIGHT COLORS STARTLED AUDIENCES AT SCHIAPARELLI'S SHOW

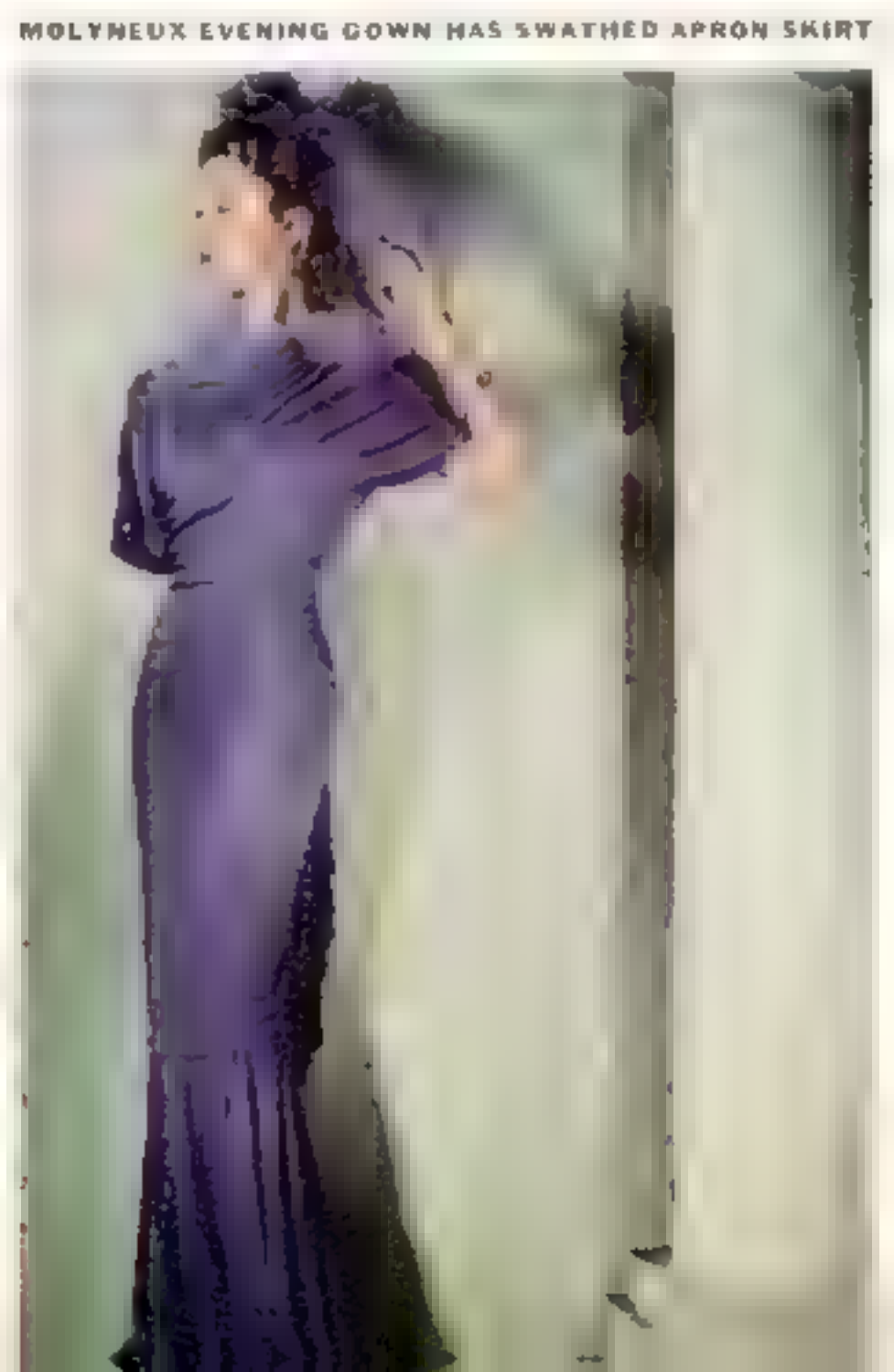
WALKING OUTFIT BY LELONG HAS DARK-BLUE SKIRT RED JACKET MONO STICK WITH A POUCH BAG



PAQUIN SHOWED RUFFLED PANTALETTS FOR BICYCLING



BRIGHT PLAID TAFFETA IN A DAY COAT BY PAQUIN



MOLYNEUX EVENING GOWN HAS SWATHED APRON SKIRT





Molyneux-inspired are these two outfits—the dress above with apron front, and coat below with bloused back. Out of all the fashion ideas that came from Paris, these two features are the ones which caught the U. S. public's fancy immediately. The apron dress has already become a fashion "Ford" (one above costs \$10.95), and bloused backs are now being shown in suit jackets as well as full-length coats.



# IT'S THE CALL FOR BETTER SMOKING



## FOR SMOKING- PLEASURE THAT IS UNMARRED—

... When you smoke Philip Morris, your enjoyment of the world's finest tobaccos is unmarred by smoking-penalties. This cigarette is proved better for your nose and throat—superiority recognized by eminent medical authorities; a statement no other cigarette can make! So . . .

# CALL FOR PHILIP MORRIS

## AMERICA'S FINEST CIGARETTE

Creators of famous cigarettes for 92 years.  
Always under the Philip Morris name.





*Most for your Money  
in finest*



Oversized  
Cubes,  
13¢ and 25¢

**10¢**

**FOR FULL TWO-  
OUNCE CUBE**

**YOU'LL ENJOY USING** these rich, deep-toned inks that start flowing instantly, write smoothly and evenly, and dry quickly. You'll like the good-looking Carter "Cubes," too—extra wide mouthed for easy filling and dipping. Your choice of Permanent or Washable Inks . . . and the gay "Sunset" Inks in colors.

**CARTER'S Cube-Well**

A fountain reservoir inkstand with extra-large Cube of Ink and Carter's self-starting pen that "writes pages at one dipping."



**89¢**  
(99¢ Denver West)  
Slightly higher  
in Canada

**Carter's  
INK**

*Finest for Fountain Pens.  
Also Adhesives, Carbon  
Paper, Typewriter  
Ribbons, Cube-Well*



EVEN NECKLACES TAKE UP THE PUNCHED-HOLE FAD. THIS ONE IS WASHABLE

## OLD EYELET EMBROIDERY IS NEW

When 1940 revives a style of 1890, it usually is so modified that it is recognizable only to willing imaginations. The present revival of eyelet embroidery is a glaring exception. The hole-punched cottons now being used for collars, cuffs, neck ruffles, blouses, hats, gloves and dresses are indistinguishable from the stuff sold in the general dry-goods stores of 50 years ago. Main difference is the fact that once upon a time all open work cottons were imported, mostly from Switzerland. Now they are made in the U. S.

Reminiscent of the starched bonnets and huge picture hats in vogue when grandmother was a girl are the two Lilly Daché hats on this page. For other uses of eyelet embroidery, see page 54.



FINNISH BONNET AND SAILOR ABOVE BLOOM IN THE SUN, WILT IN THE RAIN

CONTINUED ON PAGE 54



# "I told you she was too old to have a baby!"



A new mother at 36 learns some of the new things about baby care



1. 1ST FRIEND: Great heavens! Susie's having trouble again!  
2ND FRIEND: Well, what can you expect! Raising a first baby at her age. She's too set in her ways, I always said



2. 1ST FRIEND: Don't be silly! Being up-to-date is not a question of age! It's a state of mind. And I'm going to tip her off right now.

2ND FRIEND: She'll never listen. Mark my words.



3. AT SUSIE'S HOUSE.

1ST FRIEND: Susie darling, we heard you were upset about your baby. And we thought we'd show you some of the new things we learned raising our babies.

SUSIE: New things? Name one!



4. 1ST FRIEND: Well, for instance, there's all this *special* care the doctor has been talking about lately. He says a baby's system is too delicate to experiment with. So *everything* he gets should be made *especially* for him . . . from special baby food all the way to a *special baby laxative*!



5. SUSIE: A special babies' laxative!!!

1ST FRIEND: Sure! It's FLETCHER'S CASTORIA! And it's designed *especially* for a baby's needs. It has no harsh "adult" drugs, so it just can't cramp or gripe. And believe me, it's SAFE!



6. SUSIE: But what about the taste? My little Indian fights any medicine that comes near him.

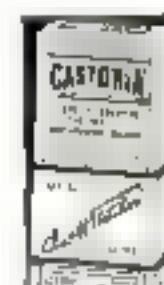
1ST FRIEND: Don't you worry about Fletcher's Castoria. Even the *taste* is made especially for children . . . Try it. You'll wonder how you ever got along without it!

## When is your child no longer a baby?

SOME MOTHERS think that after their children are about two years old they are ready for adult foods and adult laxatives.

But many doctors say that the system of a child, even up to 8 or 10 years of age, is *still* not an adult system . . . is still too delicate for a strong, adult laxative.

Remember . . . Fletcher's Castoria is the safe, gentle laxative . . . made not only for BABIES . . . but for LITTLE CHILDREN AS WELL. Save money by ordering the Family-Size Bottle from your druggist. Look for the signature Chas. H. Fletcher.



*Chas. H. Fletcher* **CASTORIA**

The SAFE laxative for children



# Mm-mm, **DADDY'S FAVORITE!** it's **Armour's Star Bacon**



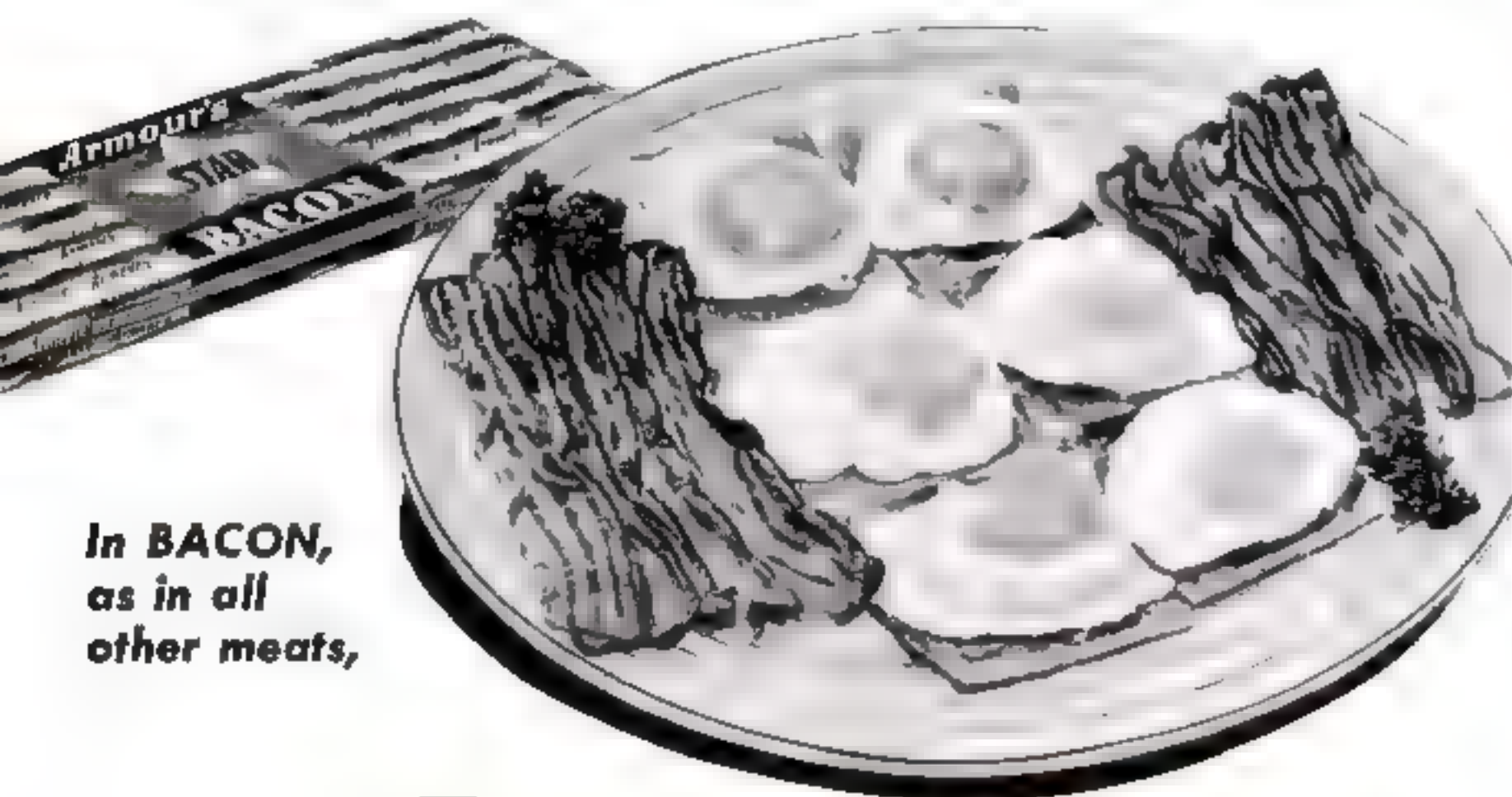
## Here's America's Most Delicious Bacon!

Just look at those beautiful, even slices, still sizzling on the platter! Only Armour's Star Bacon *looks* so delicious, *tastes* so delicious!

Ask your dealer for a package of this grand bacon today—and learn for yourself how much better it is.

You get all the superb flavor of selected meat, skilfully cured according to Armour's-Own secret process, brought to perfection in its own rich juices—then hickory-smoked under Armour's "Stop-Watch" Control!

Your very first bite tells you why Armour's Star Bacon is the first choice of so many good cooks!



In **BACON**,  
as in all  
other meats,

Ask for **ARMOUR'S STAR**  
It's the **GRADE-A BRAND**

Copyright 1946, Armour and Company, Chicago

## Eyelet embroidery (continued)



On gloves, eyelet embroidery is new but follows same old cut-out patterns. Backs of these gloves resemble hat's ruff, but palms are plain for greater practicality.



Red stitching outlines the eyelet-embroidered collar on this navy dress. Eyelet collar and cuff sets refresh old dresses. The hat is covered with openwork ruffles.



Blouse blouse is eyelet-embroidered all over, edged with narrow lace. The white hats on this page cost \$12. They are not washable, must be sent to the cleaners.



# SPARKLING WITH NEW IDEAS in Comfort... Safety... Style!



FOAM-RUBBER CUSHIONS\*



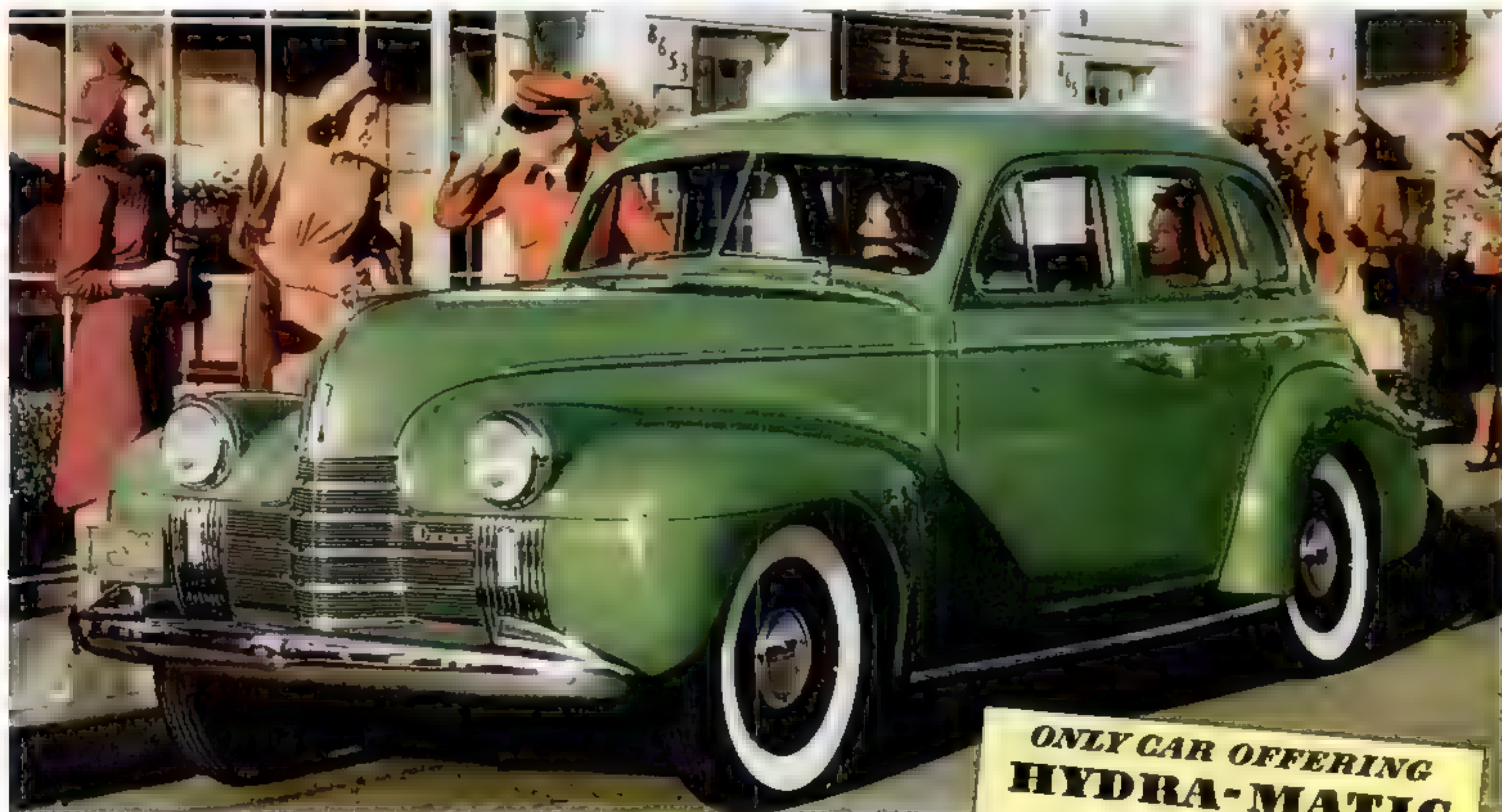
SEALED-BEAM HEADLAMPS



HI-TEST SAFETY PLATE GLASS



WING-TYPE FENDER DESIGN



YOU find the new things first in Oldsmobile. And that's true this year more than ever! Look at the Style! You'll find youth and smartness in every line—true individuality from every viewpoint. Look for Comfort! Oldsmobile gives you the exclusive Rhythmic Ride, with modern coil springs all around. Olds offers Foam-Rubber cushions\*—developed for airplanes and extra-fare trains. Look for Safety! Olds gives you such brand new developments as Hi-Test Safety Plate Glass and Sealed Beam headlamps. Look into Performance. You'll find flash and dash—smooth-

ness and stability—plus handling ease that makes it a joy to drive. Take a spin in an Olds today. Learn what a world of difference new ideas make! **PRICED FOR EVERYBODY.** Car illustrated: Sixty 4-Door Touring Sedan \$908, including white side-wall tires. Delivered at Lansing, Michigan. Other models Coupes \$817 and up. Sedans \$755 and up. \*Foam-Rubber cushions—optional at extra cost on Sixty and Seventy, standard on Custom 8 Cruiser. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A General Motors Value

## ONLY CAR OFFERING HYDRA-MATIC DRIVE!

Optional at slight extra cost on all 1946 models



Here's the newest of the new! The most important development in years! A totally new method of driving that cuts your work in half. An exclusive feature perfected by Oldsmobile and backed by General Motors. Try it!

*Bigger and Better in Everything!*

# OLDSMOBILE

Help promote safety—dim your lights when passing



"BEST LOOKING CAR  
ON THE ROAD!"



# New SHARE-THE-



## Free at your Shell Dealer's

This new, finer Share-the-Road Club emblem glistens in the sun, glows under oncoming headlights, makes night parking safer. It's yours for agreeing to share the road! The little marine signal flags mean, "I am giving way"... I'm sharing the road. Your Shell dealer will attach it to your license bracket—see him today!



## Symbol of 1940 Crusade against "SCREWDRIERS" and "SCREWJAYS" — who cause 35% of all Stop-and-Go

"My congratulations to the Shell Share-the-Road Club on its enormous growth and on its new program of educating pedestrians as well as drivers. Headless pedestrians not only retard the flow of traffic, but are a major cause of accidents."

*W. A. Cameron*  
Managing Director,  
Safety Council



**W**HEN 5,000,000 motorists get together to DO something—expect real results.

That's the present membership of the Shell Share-the-Road Club—5,000,000! And now these and NEW members have a new goal...

Time-wasting, fuel-wasting Stop-and-Go driving can be cut 35%—by teaching headless drivers and pedestrians to share the road! Shell research is authority for this statement.

You are invited to join the Share-the-Road Crusade. Your Shell dealer will attach the new, glowing Share-the-Road emblem to your car FREE.

Take this stand to make driving safer—less costly—yes, *more fun!*

And for the Stop-and-Go you can't

avoid, Shell research has carried motor-fuel development to a new high. The new Super-Shell and the new Shell Premium save more than ever on Stop-and-Go!

They're *balanced* gasolines—they are made for peak performance *in all gears, at all speeds*. This means they bring greater savings on the most wasteful driving you do.

Attack the waste of Stop-and-Go driving two ways. Drive in and get your day-and-night Share-the-Road emblem—it reminds "Screwdrivers" and "Screwjays" to mend their traffic manners.

And try the new Super-Shell or new Shell Premium to cut the cost of the Stop-and-Go you can't avoid!

**"I've got those two new gasolines—more than ever they cut the cost of Stop-and-Go"**

"We're proud to help you reduce the amount of Stop-and-Go 35% through 'Share the Road.' And I've got something more! New Super-Shell and new Shell Premium were made to put another crimp in the waste of Stop-and-Go—and they make good! With a Share-the-Road emblem and a tankful of new Super-Shell or new Shell Premium, you're *doing something about Stop-and-Go!*"



# ROAD Emblem

Works **DAY**  
and **NIGHT**



## WIGGLE-WAGGLE "SCREWDRIVER"

No, he's not dizzy—he just likes to roam around. Two or three cars could travel in the space he takes to navigate... Remember, your engine uses 3 times as much gasoline in low and second gears as in high—when a "Screwdriver" or "Screw-jay" brings you to a needless stop, you pay.

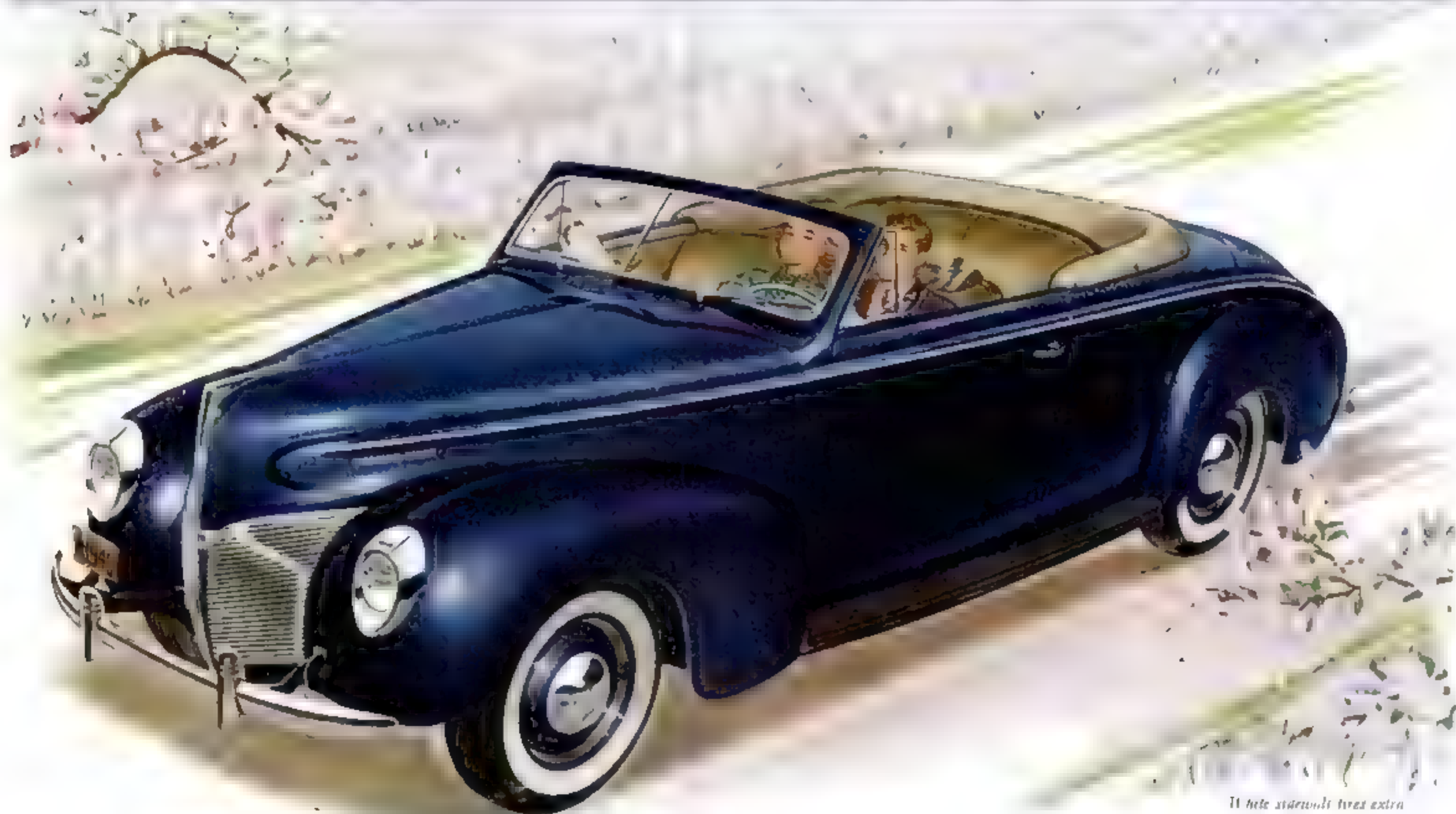
## SWEETIE-PIE "SCREWJAYS"

While they bill and coo—the gasoline bills mount up and the drivers go coo-cool... "Screwjays"—honeyless, reckless pedestrians cause 10 of all Stop-and-Go driving, to say nothing of needless accidents.





# DOWN THE ROAD TO *Spring!*



*11 hole standard tires extra*

## MERCURY CLUB CONVERTIBLE

A FLASH OF COLOR headed for high adventure. A silent car to carry two through soft, moon-shadowed night. Greeting to Spring—in a long, low car with the top down! A clean-lined car, as eager and fleet as youth itself—for people young in spirit. . . . It's a long way from the old-time open cars to this smoothly streamlined Mercury Club

Convertible. Snug top operates automatically—folds down out of sight or closes tightly against the weather. Front seat is regular sedan-width, generously planned for three big people. The rear seat brings guests in under cover. The smooth rear deck conceals a roomy luggage compartment. Solidly braced, the five-passenger Mercury Club

Convertible body is as practical and convenient in service as it is distinctive in appearance.

FAR AHEAD of its first-year popularity records, the 1940 Mercury 8 continues to win the confidence of experienced motorists. In size, in roominess, in power, in comfort and luxury, the Mercury is everything a big, fine car should be . . . with one important addition: extraordinary economy of operation. (Owners report up to 20 miles per gallon of gas!) Have you seen the five distinguished body types? Arrange for a personal try-out—the Mercury has a way on the road that speaks volumes.

*Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers*

## Mercury 8



**The Engine Does It All.** Touch a knob on the Mercury instrument panel—and the top goes up or down automatically—easily, smoothly, surely. This automatic action increases the usefulness of the top, makes the Mercury Club Convertible a thoroughly practical car to own.



**A Roof for Five.** Top covers front and rear seats—room for five in comfort—*inside*. Upholstery in Saddle Brown or Antique Finish Red leather. Top in tan or black with red piping. Modern instrument panel and interior fittings in blue-and-silver tones. Eight beautiful body colors.





BOUGAINVILLE NEGROIDS CARRY HOLLOW WOODEN GONG ON CUMBERSOME RAFT ACROSS STREAM. NEW GONG, SYMBOL OF CHIEF'S POWER, WILL BE OCCASION FOR FEAST

# BLACK SPOT

## PACIFIC NEGROIDS ARE RACE MYSTERY

Most romantic and familiar of primitive peoples are the brown-skinned natives inhabiting the beaches of the Pacific islands from Southeastern Asia to Hawaii. Studies of their race and languages long ago tied them into the anthropologists' single great Austronesian family and traced their historical origin back to the Asiatic mainland itself. Set apart from them, in a major anthropological mystery, is a racial "black spot" of negroid people who inhabit the island of Bougainville and a few other smaller Solomon Islands in the western Pacific.

First intensive study of the "black spot," announced last month by Harvard University's Peabody Museum, is the achievement of young Anthropologist Douglas Oliver. In native villages in the jungle interior of Bougainville, Dr. Oliver and his wife lived and worked for 16 months. Elaborate anthropometric and linguistic data, first product of the study, have already defined the black-spot people

as a distinct racial group. Correlation with other Peabody Museum researches may link them to the New Guinea, New Britain and Australian primitives as the original inhabitants of the Pacific islands.

Bougainville, only 123 miles long, ringed by marshes, ribbed by mountains that rise to 10,000-ft volcanic peaks and drenched by year-round rains, is one of the least habitable of the Pacific islands. Its 30,000 black-spot inhabitants are divided into eight different language tribes. In sharp contrast to the familiar Austronesian canoe-beach culture, the Bougainville negroids hug the interior and subsist in a primitive garden culture. Their social and religious life, matching their climate, follows no rhythmic seasonal drama. On this aboriginal foundation, they have erected a complex political system, in which there is incessant competition for power. Rank is based not on wealth or strength but on sheer talent for manipulating the rich and mighty.

CONTINUED ON NEXT PAGE

Austronesian inhabitant of Bougainville coast has lighter skin and straighter facial features.

Black-spot type has jet-black skin, flat nose, thick lips of Negro; hairy body, heavy brow ridge of Australian aborigine.



Bougainville interior is the home of the black-spot tribes. In coastal areas live Austronesian beach people. Study focused on Siwai tribe.

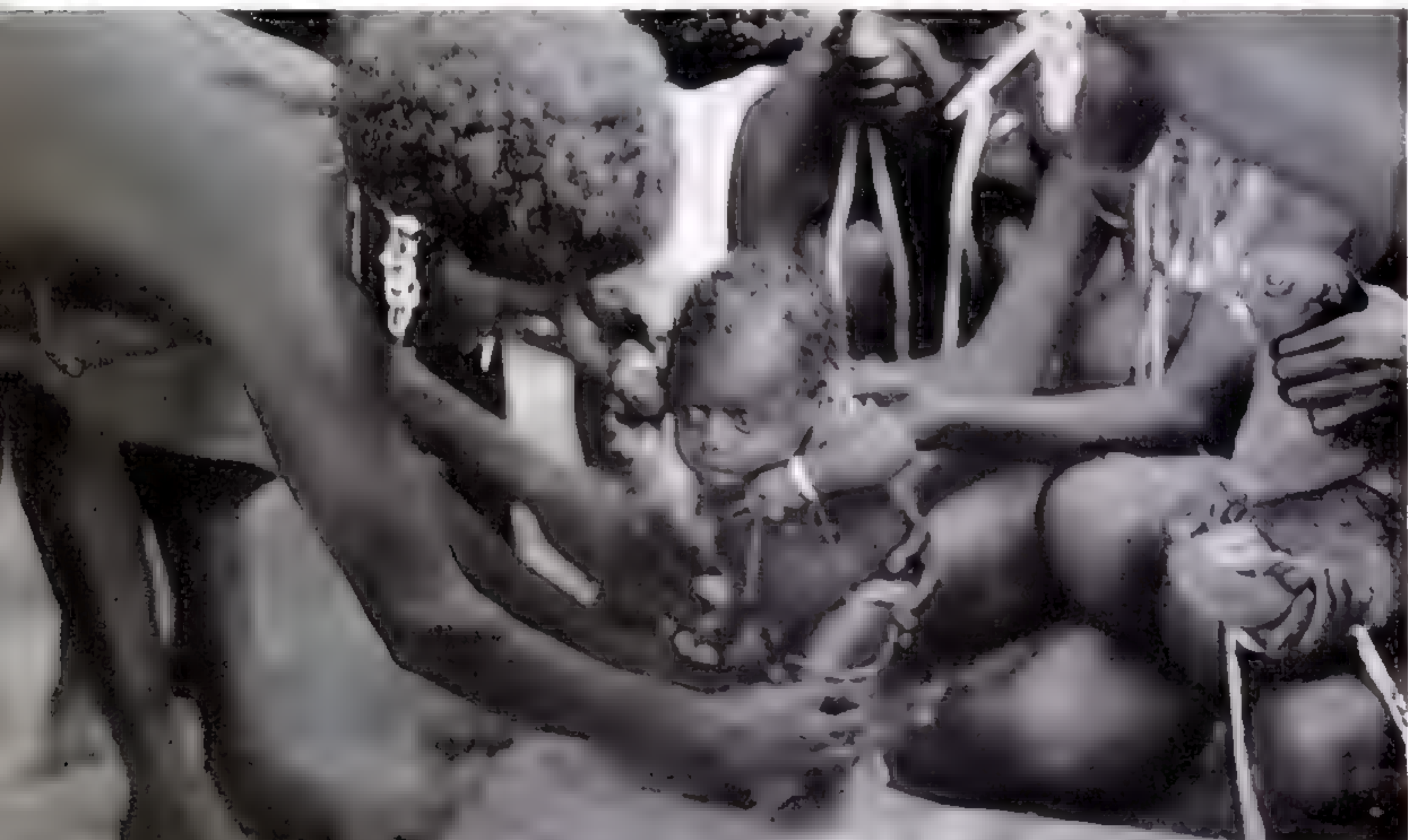






**Marriage ceremony** is performed with bride and groom squatting in a jungle stream. Their necks hung with shell money, between them sits bride's maid, who hopes to get a husband. Priestesses splash their backs with water, exhort the spirits to supply them with wealth and prestige. Marriage calls for heavy exchange of gifts by families of bride and groom.

**Naming ceremony** is baby's debut in the village. Like other Blackspot religious rituals, its prime object is to win wealth and prestige. Priestesses drape baby with shell money, walk him across mat strewn with money and garden produce. Possessing, held at right, is scapegoat for evil spirits. Ceremony is expensive. Baby must be hidden until family can afford it.







The village chief, dressed for the feast, wears strands of shell money around his neck, pierces his nose with a shiver of shell.

## RITUALS BEG GODS FOR WEALTH, POWER

Though the black-spot natives have a strong sense of property and an elaborate system of inheritance, they recognize no hereditary political or social rank. In their wide-open competition for political power, the prime virtue is an abstract personal quality, *Potu*, best translated as prestige. The idea of prestige dominates their whole existence and permeates their religion. Unlike other primitive tribes, their religious rituals treat birth, marriage and death not as biologic crises but primarily as occasions to exhort the spirits for wealth, an outward sign of *Potu*.

Basic social unit is the family, usually polygamous but with few children. From its quarter-acre garden and from the produce of wild jungle trees, the family gets a bare subsistence. By complex clan relationships, the family is tied into the broader political units of tribe and village. It is through these connections that the climber gifted with *Potu* rises to the top. Political crises come after ripened jungle fruits are harvested. Then the climber mobilizes the total wealth of his relatives and friends, overwhelms his rivals with great feasts. Giver of the biggest feast holds power for the rest of the year.



Cal's cradle, universal time waster in the Pacific islands, is sport of old and young. String manipulation is accompanied by song.



Funeral ceremony may be a long or short affair, depending on family's wealth. Body is laid out in family's palm hut, for mourning by female relatives who smear their faces with white ashes. At night the body is cremated on pyre

(below). Bougainville natives have only vague ideas about an afterlife. Souls of dead go "to mountains." The island's two active volcanoes do not figure in religion. Felicity after death depends upon wealth and prestige during life.



Funeral pyre is decorated with produce of family garden, chiefly the leaves of a root plant called taro. Corpse placed on top is draped with shell money. The fire is lighted late at night, burns until dawn. Relatives (below) pick through

the ashes for bones and beads of money, to be thrown on the clan's jungle burial ground. The burial grounds are the chief centers for the elaborate sorcery and witchcraft that characterize their pantheistic aboriginal religion.





## BLACK SPOT (continued)



**Native village** in Bougainville has population ranging from 50 to 100. This village with houses built on stilts is exceptionally clean and neat. In most native villages, houses are

built squat on the wet jungle ground. Houses along the main street or "line" are family residences. Out of sight in jungle is men's club, center of village political life. Away from the vil-

lage, natives keep palm thatched huts in jungle near their gardens, where they live part of the year looking after their pigs. Island is governed by Australia, under Versailles mandate.



**Stream fishing** for a kind of perch, by spears and bow and arrow, is chiefly for sport, supplies little food. The indolent Bougainville tribesmen are neither good fishermen nor good hunters. Their chief recreation is chewing betel nut and smoking in their village clubhouses.



**Polygamy**, practiced by those who can afford it, is principally a mark of wealth and prestige. This village chieftain and his nine wives had only one living child. Low birth rate of natives plus tuberculosis, malaria and yaws holds the black spot population relatively stable.



**Family garden** with a crop of taro, Bougainville's staple food, is cultivated by women. Garden supply of staples is supplemented by coconut, almond and breadfruit trees, which natives have never attempted to cultivate. Sturdy fence is a safeguard against marauding pigs.

CONTINUED ON PAGE 45





Beautiful Paulette Goddard, soon to be seen in the Paramount-Cecil B. DeMille production, "Northwest Mounted Police," pauses for a moment to tell you about a new-found love. Listen:

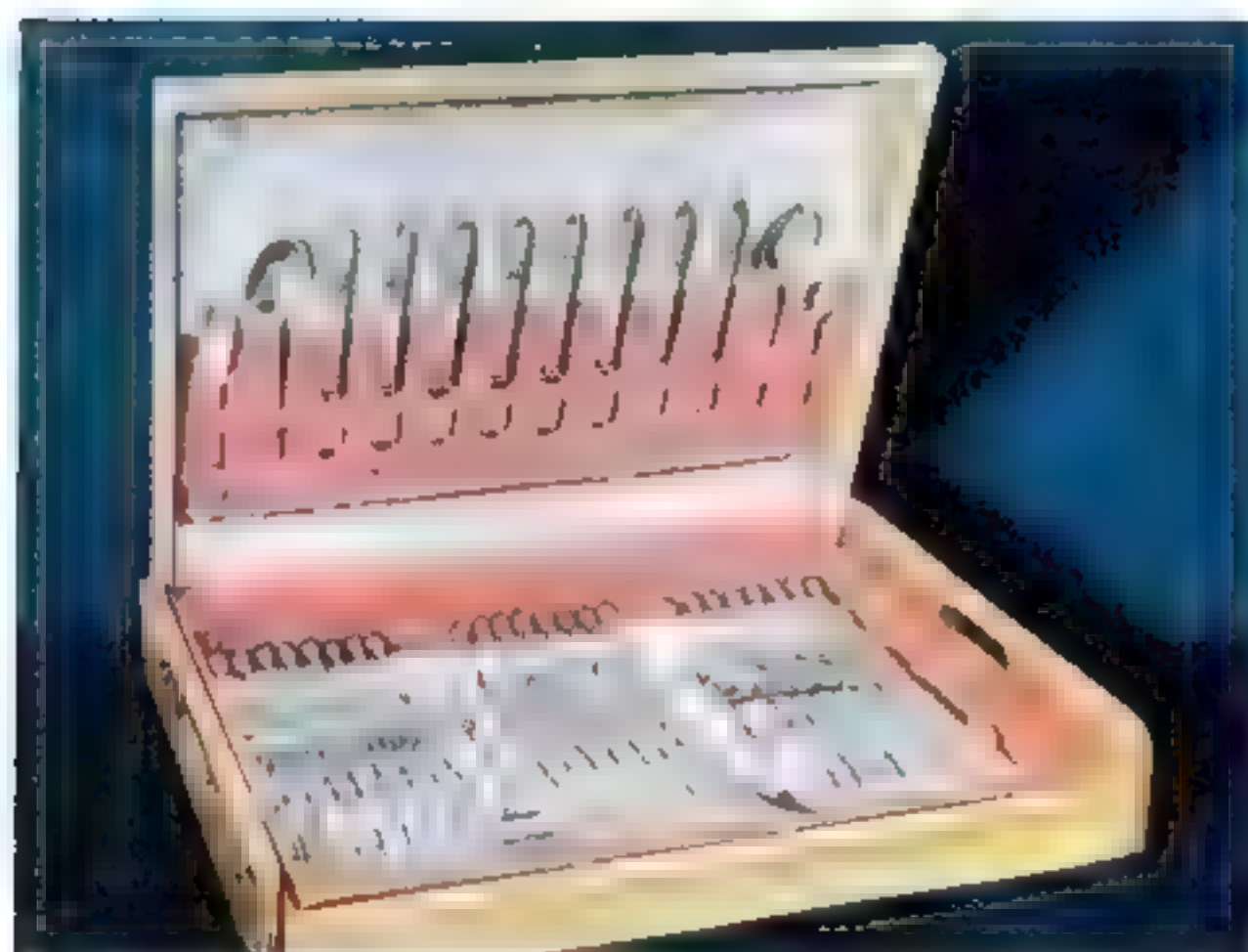
"I think any woman's heart will skip and jump when she sees your exquisite silverware pattern, 'First Love.'

"I've seen a number of 1847 Rogers Bros. patterns—I think all of them are lovely. But this pattern—it's really a raving beauty!

"I love it! Picture a whole table-setting in this gorgeous design! So rich, yet so simple too! It is my choice of all the lovely patterns I have seen."

"There goes my heart!"  
sighs PAULETTE GODDARD

**1847 ROGERS BROS.**  
"AMERICA'S FINEST SILVERPLATE"



This new brides' chest is a beauty! Wafer-thin, streamlined, it holds 62 gleaming pieces—a complete service for eight—in 1847 Rogers Bros.' incomparable silverplate. And each piece bears the famous year-mark 1847 to prove it authentic. In any 1847 Rogers Bros. pattern, this chest costs but \$63.95 and may be bought on easy terms. And, this spring, starting sets are at the lowest price in years—\$28.95 for a service of 6.



Decide for yourself—which for you, "First Love," Miss Goddard's choice among all 1847 Rogers Bros. patterns, has a motif so deeply contoured, it required new inventions, new skills, to achieve its like-sterling richness. "Adoration," newer still, has even greater height of ornamentation. While "Marquise" has the detailed loveliness of a fine old brooch. See these and other 1847 Rogers Bros. beauties at your dealer's. International Silver Company, Meriden, Conn.

●TUNE IN EVERY SUNDAY—Leading dramatic stars in "THE SILVER THEATER," 6 P.M., E.D.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T.; Coast-to-coast Columbia network.



# ONLY ONE LOW PRICE CAR GIVES YOU THIS



## FORD V-8 INSTRUCTION BOOK

### You Don't Have to "Break-In" the Ford V-8

You can forget the tedious 500 or 1,000 mile breaking-in period with your new Ford. It is ready for normal driving immediately. You can drive it up to 60 miles an hour right from the start. After the first hundred miles you can drive it as fast as you desire.

This means that you can enjoy your Ford V-8 from the start which is important particularly if you are thinking of taking a long trip or if you use your car for business. You do not have to drag along at slow speeds.

The Ford V-8 needs no "breaking-in" because of unusual accuracy in the manufacture of moving parts and the smoothness of bearing surfaces. Clearances were correct when the car was delivered to you. The car does not need to depend on a long wearing-in period to eliminate tightness and insure smooth running.

Such precision methods are bound to result in longer life, greater economy and better performance. They are further proof of the care and quality that have gone into the making of your Ford V-8.

When FORD says they are ready they ARE!

You don't have to baby your new Ford V-8 for 500 miles or so. The great engine in this car reports to you ready and rarin' to GO!

You can "give it the gun" the minute it arrives . . . head for the open road . . . feel the smooth sweep

of power from those *eight cylinders*.

No other car in the low-price field promises you such instant action!

No other car in the low-price field gives you *eight-cylinder* action!

And every inch of the big Ford V-8 car matches the extra value and

brilliant performance of its engine.

Beauty, style, safety, comfort, economy—every and any way you want to look at it—*here is the quality car in the low-price field!*

# FORD V-8

**STEP UP TO THE V-8 CLASS**





Village children play at preparations for a big feast, trot around with coconuts lashed to staffs, in imitation of elders' method of carrying pigs. With no sports or games of their own, children's only group diversion is the imitation of adults.



Drum-beating on day before big feast is special treat for children, taboo at other times. Thrumping of children is random and dominated by prestige system. Any time father can afford it, boy can be admitted to company of adults in men's club.



Spear dance is another imitation of adult activity. All children of a single village play together in loosely organized fashion, do not split up into gangs. The boys go through no educational discipline but the girls must work in gardens with mothers.

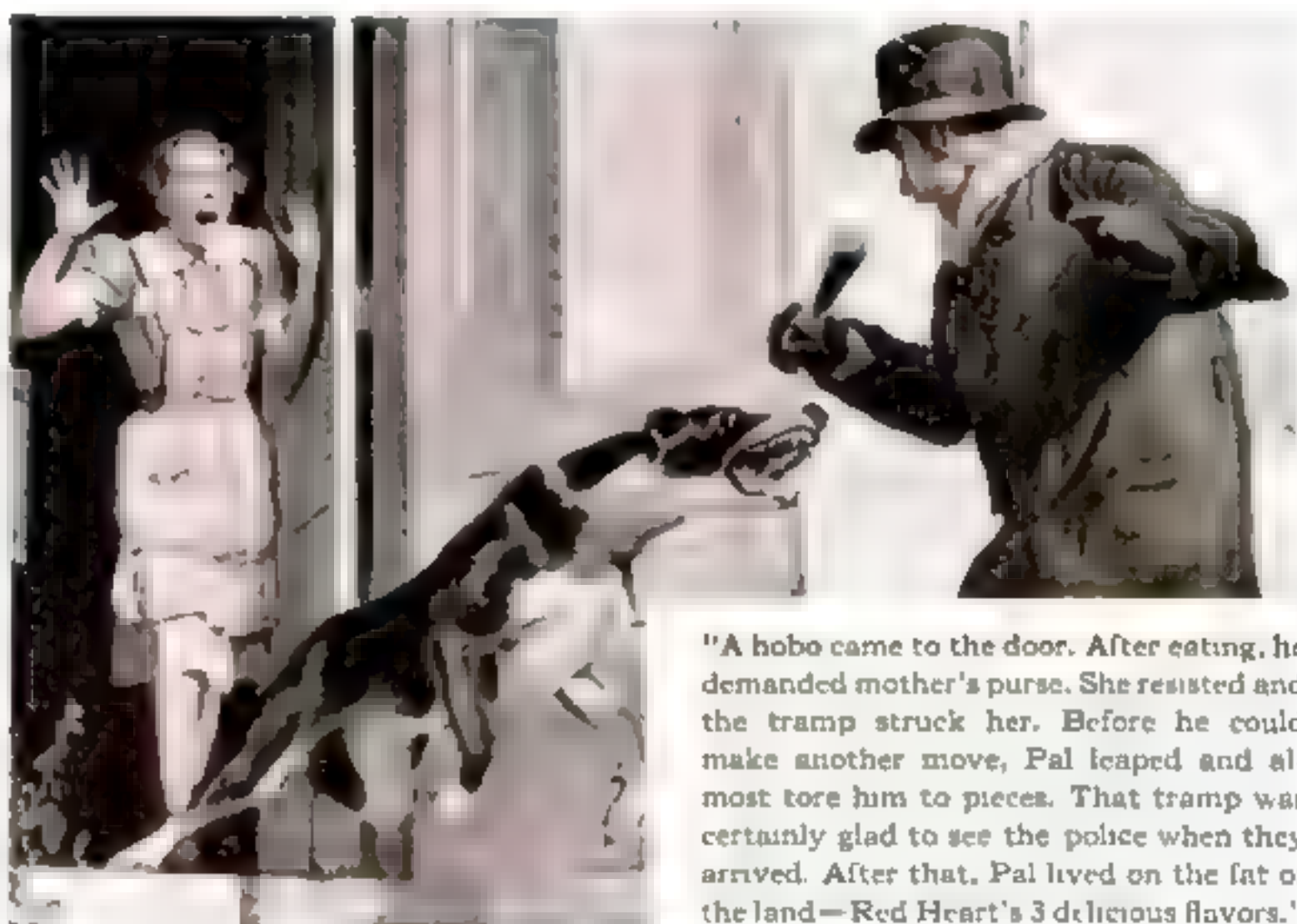
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## HOW PAL SAVED MOTHER FROM A HOBO!



"The forlorn, shivering little puppy was too much for me," says Zelda Hadak of Chicago. "I smuggled him into the car under our bear robe. When mother found him

after we got home, she let me keep him. We fed Pal Red Heart, and he grew up to be the largest, friendliest, laziest, black dog this side of dog heaven . . . until . . .



"A hobo came to the door. After eating, he demanded mother's purse. She resisted and the tramp struck her. Before he could make another move, Pal leaped and almost tore him to pieces. That tramp was certainly glad to see the police when they arrived. After that, Pal lived on the fat of the land—Red Heart's 3 delicious flavors."

### America's Most Popular Dog Food Must Be Good

Thousands of dogs—big and little—live, grow, and thrive on Red Heart's tempting taste variety. It is the most popular dog food in America, according to independent surveys. These actual home and kennel feedings are the best proof of Red Heart's quality.

Made in federally inspected plants, of clean, wholesome meat and meat by-products, vegetable and bone meals, cereals, cod-liver oil, and Fleischmann's High-Vitamin Irradiated Yeast. Provides abundant

supplies of Anti-infective Vitamin A, Anti-neuritic Vitamin B<sub>1</sub>, Sunshine Vitamin D, Growth Vitamin G, and other essential vitamins. Laboratory-tested and kennel proved. Feed Red Heart's 3 tasty flavors—beef, fish, and cheese—in rotation.

Red Heart Dog Biscuits, heart-shaped or kibbled, provide important gnawing exercise for your dog—and they are a potent source of energy. 3 flavors in each package. Order from your grocer today.

### FREE! "LOST AND FOUND" DOG LOCKET

Limited Offer! Inside this Red Heart dog locket is space for your name, address, phone, dog's name, etc. And with this locket get the Official Obedience Rules taught to dogs at famous Von Metzeck Training Kennels, Chicago. Just send 3 Red Heart labels—Diets A, B, and C—to John Morrell & Co., Dept. 44, Ottumwa, Ia.



DIET A—BEEF  
DIET B—FISH  
DIET C—CHEESE



THE  
3-FLAVOR  
DOG FOOD  
FEED IN  
ROTATION

Tune to Bob Becker, NBC and Network, Sundays, 5-15 P.M., E.S.T.



**Big, juicy frankfurts!**  
*So tender* they cut at  
a touch of your fork!



**Made of selected cuts of fine meats,  
subtly seasoned... they're fine fare indeed!**

● Like a double lamb chop or a thick steak, a large frankfurt tends to be fine-flavored, juicy, very savory. But never till now has this lusciousness been combined with *tenderness*.

Now a wholly new standard of delicacy in frankfurts has been achieved! Swift & Company has perfected a unique way of "tendering" plump, juicy links in (of all things!) pineapple juice. This new method—patent applied for—leaves not a trace of pineapple flavor... but you'll have a delightful surprise when you first touch your fork to one of these tender beauties! And when you taste its savory goodness—subtly seasoned with fragrant spices, and faintly reminiscent of aromatic hardwood fires—you'll call it a wholly new adventure in dining.

Serve them soon. Serve them often! To get these new, finer frankfurts, ask for Swift's Premium—in the new large "dinner" size.



**Take your choice!** In addition to the big "dinner" size, your dealer has Swift's Premium Tender Frankfurts in the standard size, equally delicious. But whichever you choose, look for the "Swift's Premium" seal of finest quality.  
 Copyright 1940 by Swift & Company

## SWIFT'S PREMIUM *Tender Frankfurts*



Swift's epic-and-apon kitchens throughout the country make many other "SWIFT'S PREMIUM" meat products, including Meat Loaf... Braunschweiger... Cervelat... Luner Loaf... Leona... Salami... Liver Cheese... Cheesemeat... Pot Roast of Beef... Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!



**Bougainville feast**, given by ambitious chief, to celebrate a new drum or a new clubhouse, is the supreme test in the ceaseless competition for political prestige. Big feast (as above) rallies 1,000 dancing guests. Host's nearest rival is the guest of honor, must soon reciprocate with equal or greater feast or lose his standing.



**Pig for feast**, a big one honored with a leaf canopy, is carried into village for feast. Host bankrupts himself and all his relatives to gather pigs, shell money and food to be presented ceremoniously to guest of honor and given by him to his followers. Sago and almond pudding (below) is wrapped in banana leaves for cooking.







**Wooden trumpet** (below) is ceremonial instrument. Its single hoarse note is used to support rhythm of wooden-gong drums. Native melodic instrument is Pan pipe made of bamboo tubes. Tonganville music is primarily ceremonial. But natives have their 'Tin Pan Alley' composers of popular songs that sweep the entire island.



"Don't forget," Mr. Hansel said, "I have more  
for Timber county than any other county in the state, at the  
time of the feed shortage, he loaned me 100 bushels of corn. He  
saved them then; they are not good now."

At the Junction City Carnegie library, busied herself distributing books to school children.

It's too bad to have to close the school and its library but place the youngsters have to

"They come swarming in here after school and are harrying get caught up on their reading before March 20, when the us we must close the library, because there is no more n

She paused, then said: "Poor Peter Barker! It must be hard for him."

A few moments later there was a flurry in the street as a crowd gathered in front of Joe's soft drink bar, across

"Look here," cried a youth in shaggy mac jack shoe packs. He waved a sheet of paper

"That's a good one," he said, laughing.  
dollars. Didn't you get that much  
I never..."

...her mysterious  
...to this li

in a Magazine how easy

to show the  
to mend

bro pond

Tonight the clock at the bank chimed ten, Main street was dark and the little city was asleep except in two buildings where the lights still burned.

One was at the bank, examiners were at work searching for the solution, mystery of "Where did the money go?"

The other building was Joe's bar, half a block down the

# SCOTCH Cellulose TAPE

## Seals without Water!

**TRY THIS** simple new way to do a hundred-and-one home and office tasks—mending, sealing or holding—with Scotch Tape.

Then you will understand why thousands are saying, "I just can't get along without it!"

**This magic tape, made of heavy weight cellophane, is fully transparent and seals tightly with a touch of the hand...no moistening required...no messy fingers.**

At Stationery, Drug, Hardware,  
Department and 5 & 10c Stores  
...or mail coupon below.

**UTILITY DISPENSER, WITH 100' ROLL**

**25c**  
COMPLETE


$$\text{C}_{10}\text{H}_8 \xrightarrow{\text{H}_2} \text{C}_{10}\text{H}_{10} \xrightarrow{\text{H}_2} \text{C}_{10}\text{H}_{12} \xrightarrow{\text{H}_2} \text{C}_{10}\text{H}_{14} \xrightarrow{\text{H}_2} \text{C}_{10}\text{H}_{16}$$


metal...Torn books and...sleeve...transparent aprons and capes...window or lamp shades...curtains...wallpaper...maps...Gift packages...lunch packages...incinerator packages...jam and jelly labels...envelope flaps...mothproof bags...Self-portraits...clippings in scrap books...self-portraits...coins to letters for mailing...window posters.

SCOTCH TAPE—791 FOREST ST.  
DEPT. 140, SAINT PAUL, MINN.  
Gentlemen:

Please send me a 300 number of South Type in the new utility dispenser for which I enclose 25 cents.

Same

**Audren** \_\_\_\_\_

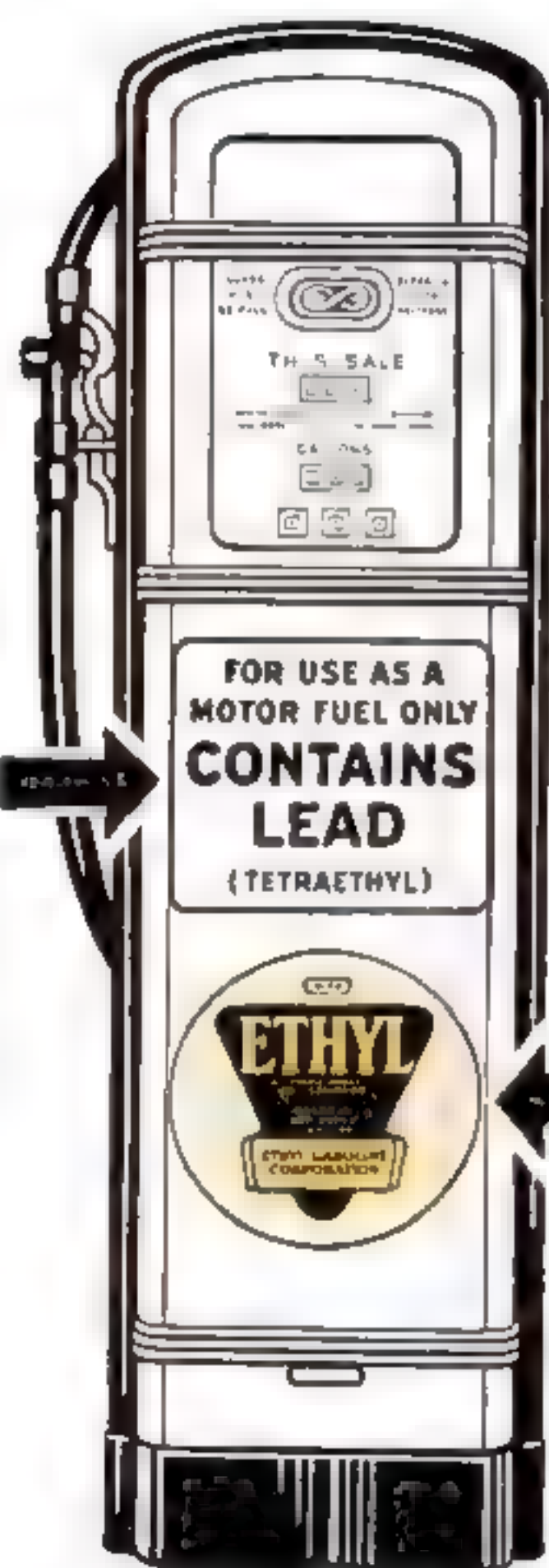
City  State 

**【例題】** 下列各句，請用「          」或「          」填在橫線上。



# GET A BETTER RUN FOR YOUR MONEY

**THIS SIGN** on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. More than three-fourths of all the motor fuel sold today in the United States and Canada is "lead-ed" gasoline. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



**THE "ETHYL" EMBLEM** on a pump or its globe means that:

1. The gasoline contains enough lead (tetraethyl) for highest anti-knock.
2. It is your gasoline dealer's finest motor fuel.
3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas -  
the better your car!*

**TUNE IN EVERY MONDAY NIGHT**—Tony Martin, Andre Kostelanetz and his orchestra, featured on "Tune-Up Time" over coast-to-coast network, Columbia Broadcasting System.

## BLACK SPOT (continued)



Domesticated pigs provide supreme item on Bougainville menu. Average family feeds its six pigs carefully prepared and sometimes pre-masticated food. Natives never eat own pigs, stick to vegetarian diet until they are given a pig at a feast.



Native constabulary, decorated with service caps, represents the Australian government in the interior. Australian officials wisely make a point of giving caps to the tribes' own chiefs, but sometimes the two political systems fail to correspond.



Anthropologist Douglas Oliver poses in entrance of men's club for picture taken by Mrs. Oliver. They lived in native villages for 16 months, packing their food inland from coastal trading station. Mrs. Oliver did research on women and children.



# His dad took his advice!

"Yes sir—my Dad did just what I told him to! I said—'Gee, Dad, why don't we get a big car this time?'"

"I said—'Let's get a Pontiac and step up in the world!' At first, he thought a Pontiac would cost too much. But I had the figures all ready for him."

"As soon as he found out how low-priced a Pontiac is, the rest was easy! He just took one look at that car—and he bought it in about five minutes!"



Special Six 4-Door Touring Sedan, as Illustrated \$876\*



A GENERAL MOTORS VALUE



WELL, SONNY, you gave your Dad some good advice. It's very sensible to buy a Pontiac. It's big—it's beautiful—it's safe—and it's comfortable. And it's priced right down with the lowest. ¶ Yes, it's small wonder that America is picking Pontiac in ever-increasing quantities. When you can get a car so good and so big and so beautiful at a price so low—it doesn't take the average buyer long to make up his mind. ¶ Are you buying a car this spring? If so, better make it a Pontiac.



## Pontiac

AMERICA'S FINEST LOW-PRICED CAR

\*Delivered at Pontiac, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices are subject to change without notice.



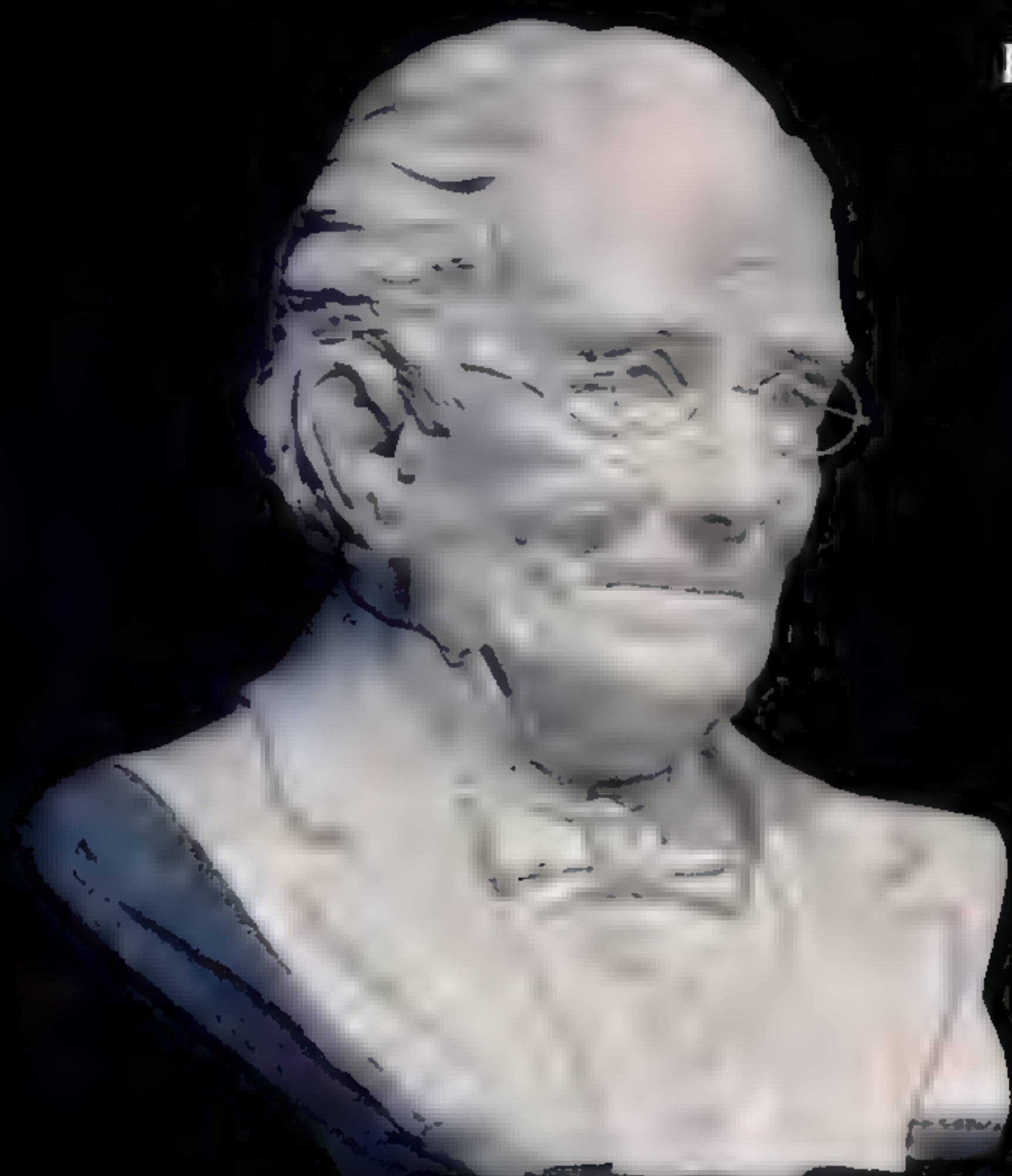
# OLD GRAND-DAD

## *Head of the Bourbon Family*

First in quality  
First in reputation  
First in popularity

*among*

U.S. Bottled in Bond  
Kentucky Straight Bourbon  
Whiskies



OLD GRAND-DAD  
*Head of the Bourbon Family*



## KIDS SWARM TO OLNEYVILLE BOYS CLUB POOL

**L**ike a swarm of locusts, more than 60 screaming little boys descend on the Olneyville Boys Club in Providence, R. I. every Saturday morning. Down the cement steps leading to the cellar they pour in droves, shedding their clothes as they go. At the bottom they crowd through a narrow passageway, reach a dingy little 60-ft swimming pool. With blood-curdling shrieks they jump into the water, thrash their arms, splash and duck each other. An hour later, purple white and exhausted, they crawl out.

To all these boys, swimming is just about

the most important thing in life. This is because the Olneyville Boys Club has made it so. Located in the tough mill district of Providence, once a hotbed of delinquency, it has given the neighborhood kids a place to play, substitute swimming for crap-shooting and breaking windows. In so doing, it has become famous. From hordes of thrashing swimmers in 15 years, it has produced ten or more world and national record holders, beaten such teams as Yale Freshmen and Bowdoin. In 1939, for the third straight time, it won the New England boys' club championship.





## The *Heart* of the Bicycle **NEW DEPARTURE** *Coaster Brake in the Rear Hub*



This better brake is certain in its driving and coasting and braking action always—hot or cold, wet or dry. Lightest weight—greatest braking power—gives smoother, quicker stops. Be sure your bicycle has a **NEW DEPARTURE** Coaster Brake in the rear hub. The genuine costs no more!



**LOOK** ON THE HUBS OF YOUR BICYCLE FOR THE NAME **NEW DEPARTURE**—MOST FAMOUS NAME IN BICYCLING

# VALSPAR

## Your Guarantee of Quality and Lasting Beauty



**VALSPAR**—the Varnish  
that won't turn white

and



**VALSPAR**—the Paint  
that does it right

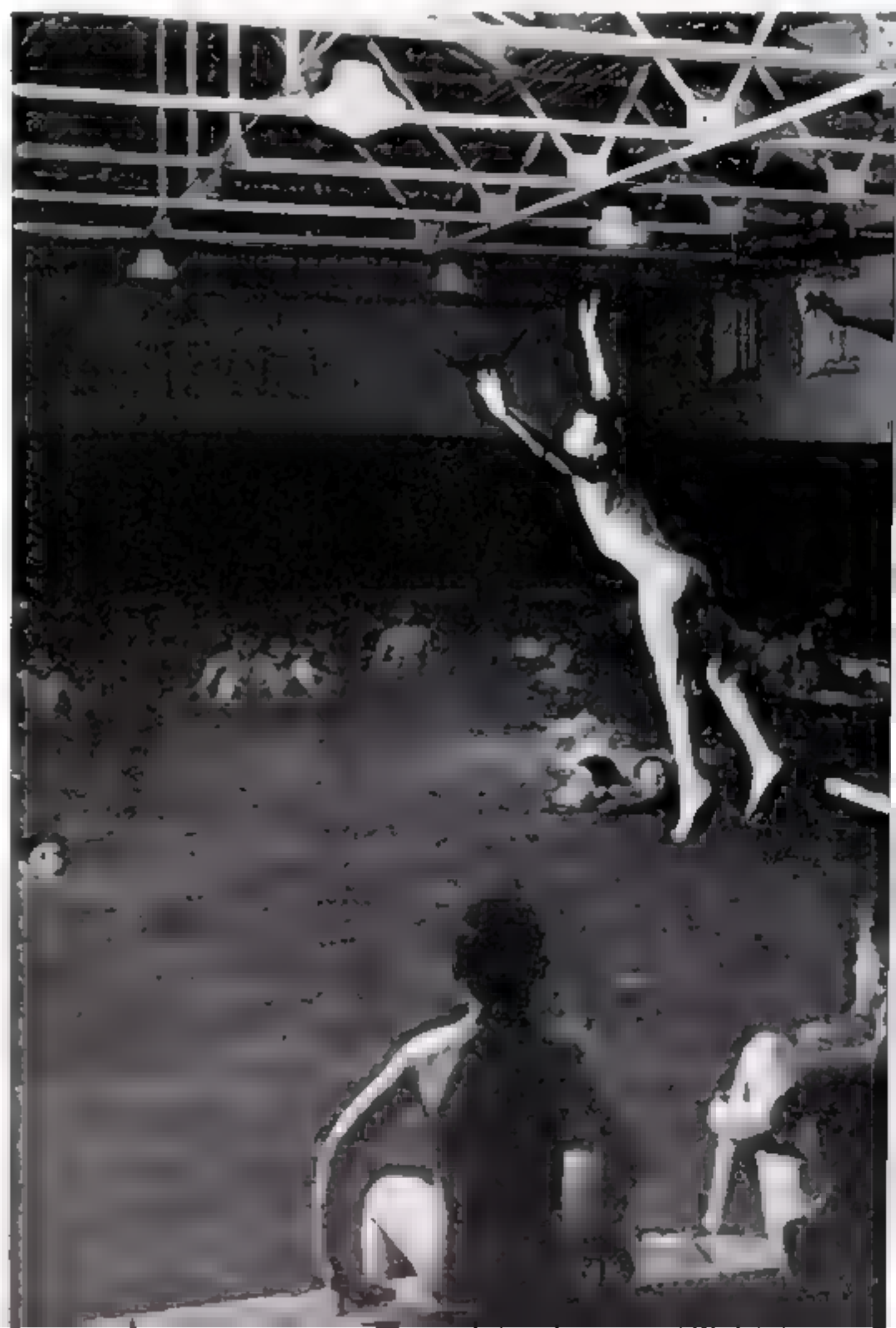
### VALSPAR PAINTS—VARNISHES—ENAMELS

VALENTINE & COMPANY, INC., NEW YORK, N. Y.

THE VALSPAR CORPORATION, LTD., TORONTO



**Racing stroke** is taught by Coach Joe Watmough. He once worked in a mill, swam at the club. When he lost his job, he was hired by Olneyville Director Tommy Tisdell as junior. In 1926, when the regular swimming coach left, Watmough took over, has been coach ever since. His best swimmers today are Johnny Higgins, co-captain at Ohio State, Russell Branch, swimmer in Billy Rose's Aquacade, and Witold Babula, junior 100-yd. champion.





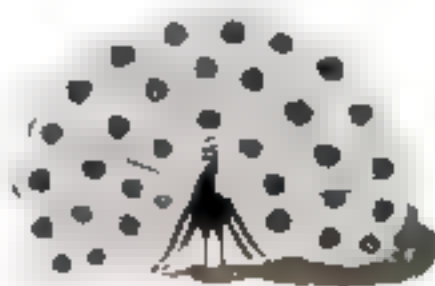


Heading for a bellyflop is one of the littlest kids, while others line up on the springboard behind for their turn. The pool was given by Chester A. Brannan, former president of the Atlantic mids, the largest in town. Dues for the Olneyville club range from 25¢ a year for kids under 12 to \$1 for boys over 16. Girls can join the "Auxiliary" club for 10¢ a week. In addition to sports, the boys learn printing, machine work and textile chemistry.



CONTINUED ON NEXT PAGE

## How I turned my ostrich into a peacock!



Granny gave a party one day and I noticed my little Betty hiding like an ostrich—as if she were ashamed to be seen. Later, the poor kid told me that some of the youngsters had been joking about tattle-tale gray—they said her dress had it bad.



I was so upset, I wept. And Granny was furious. "Why wash with lazy soaps that leave dirt stuck in the clothes?" she stormed. "To get clothes really clean, just use Fels-Naptha—bar or chips!"



Well, I practically flew to the grocer's after Granny told me to switch to Fels-Naptha Soap. And tattle-tale gray dropped right out of my life! My washes are a dream since I put Fels-Naptha's richer, golden soap and gentle, dirt-loosening naptha on the job! Every towel and sheet so breezy-sweet and bright! Every dress so snowy-white, it's no wonder my little girl is the proudest little girl in town!

## Banish "Tattle-Tale Gray" with Fels-Naptha Soap—BAR or CHIPS



"Use the Fels-Naptha bar for bar-soap jobs. See how it makes the greasiest, grumiest dirt let go—without hard rubbing. See if you don't find it the grandest bar soap you've ever tried!"



"And if you use a washer . . . try Fels-Naptha Soap Chips. The only chips holding richer golden soap and naptha! They move dirt faster because they're HUSKIER—not puffed up with air like flimsy, sneezy powders. And my, what rich, creamy suds you get—they now hold a marvelous new suds-builder."

COPY 1940, FELS & CO.





## Aviator's Screwball Idea Produces a Wonder Shirt



TOM RIGBY DISCOVERED A NEW USE FOR AEROPLANE FABRIC



**WRITE TOM RIGBY**  
(Box 608, Greenville, S. C.)  
for illustrated booklet, sam-  
ples of aeroplane fabric, and  
your local dealer's name.

Tom Rigby is a cutter in a Carolina shirt factory, an amateur aviator on the side. After re-covering the wings of his ship with aeroplane fabric, he took remnants of the cloth back to work and made himself a shirt, using aeroplane fabric for the collar and cuffs. This shirt had phenomenal wearing qualities. The collar and cuffs outwore the shirt body made of finest broadcloth. Now Tom Rigby's company makes a custom-tailored shirt called **WINGS**, in a complete array of patterns and colors—all with aeroplane fabric collars and cuffs.

Price: \$1.65

P. S. A new shirt free if your Wings Shirt does not outwear any other shirt you have ever worn.

### Wings Shirts

MANUFACTURED ONLY BY PIEDMONT SHIRT CO., GREENVILLE, S. C.



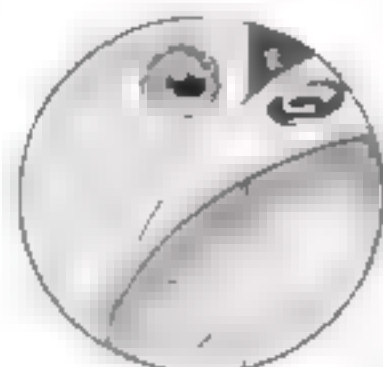
"My head's in the clouds—  
my seat's in Shorts with 'Grippers'!"

You'll find new "peace" in shorts with GRIPPERS fasteners. No buttons to sew on—no torn button holes to mend. GRIPPERS are laundry-proof, won't rust or flatten out. They're neater and easier to open and close! Ask for shorts with GRIPPERS today!

**\*GRIPPERS**

Reg. U. S. Pat. Off.

\*THE SNAP FASTENERS THAT END "BUTTON BOTHER"

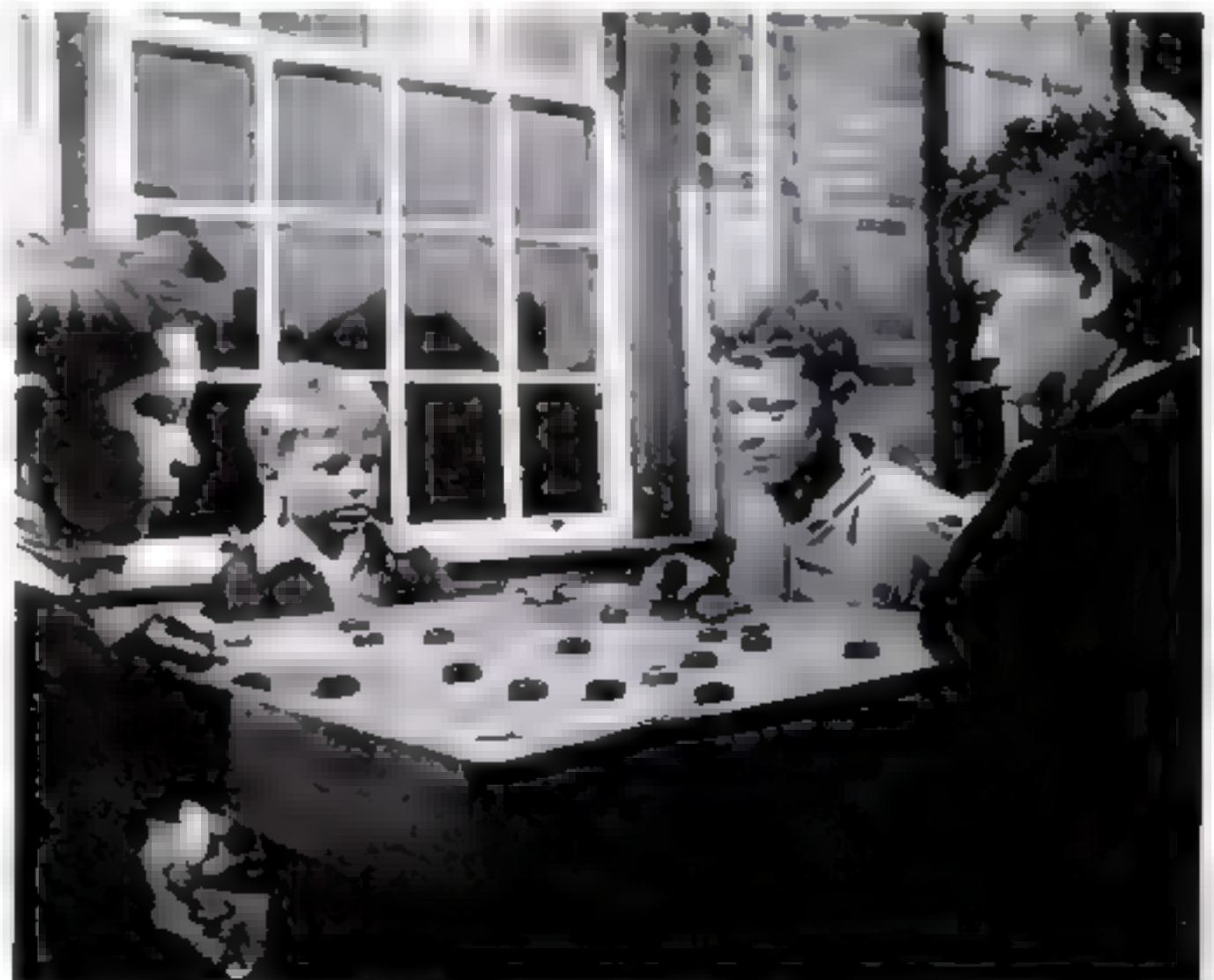


Scovill Manufacturing Co.  
Waterbury, Conn.

## Olneyville Boys Club (continued)



Little Bobby O'Brien, 7, one of ten brothers and sisters, lives in the slums near-by, might easily become a delinquent without the help of the Olneyville Boys Club.



Inside club, Bobby (second from left) has to wash his face but has a swell time playing "carom," a kind of billiard game played by snapping rings with the fingers.



# Home Economics Teachers vote on "What's the best bacon?"



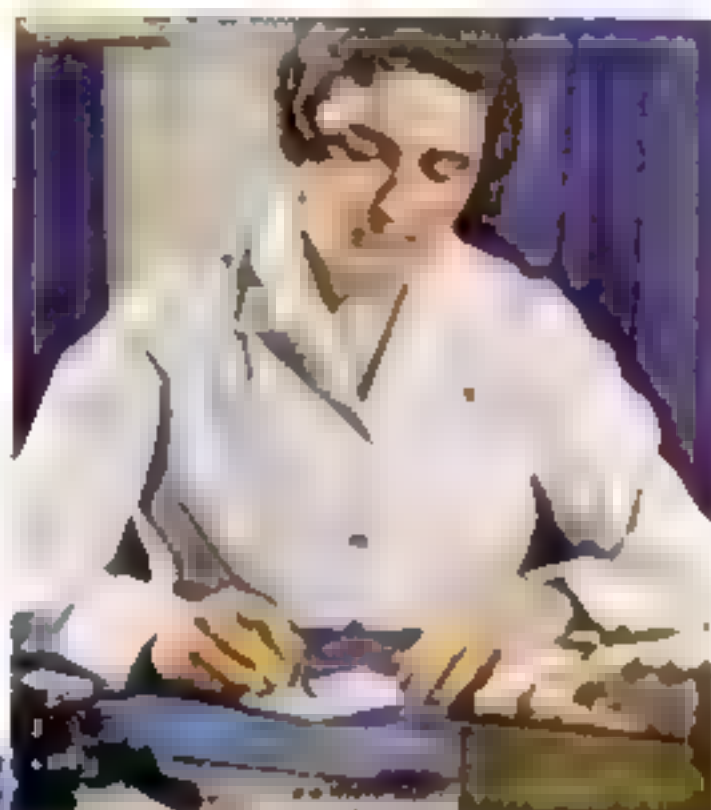
*In high schools and colleges throughout the country, Home Economics teachers were polled on their preference in bacon. Swift's Premium won overwhelmingly with these food experts!*

## Swift's Premium wins!



*Home Economics students, the poll indicates, are learning what millions of housewives know: the best bacon is Swift's Premium, the brand with the "sweet smoke taste"!*

*On Business Reply Cards, Home Economics teachers voted for the bacon they thought best. Swift's Premium got over twice as many votes as the runner-up, ten times more than the next brand named!*



### Polled twice as many votes as nearest competitor!

The teachers of Home Economics in the high schools and colleges of the country... their opinion about foods is of special interest. You'd probably like to know, for instance, what kind of bacon these experts prefer.

To find out, a nation-wide poll was conducted through an impartial organization. It mailed out Business Reply Cards to hundreds of Home Economics teachers, asked simply—"What brand of bacon do you think is the best?"

Swift's Premium won decisively! It polled more than twice as many votes as its nearest competitor; it got nearly as many votes as all other brands combined!

This overwhelming victory was one more tribute to Swift's Premium's peerless flavor... to the "sweet smoke taste" that you get in it alone. Unusual mildness and sweetness, from Swift's secret Sugar Cure. An exceptionally zesty tang, from Swift's special Smoking in Ovens. Only Swift's Premium Bacon gives you that marvelous combination.

For breakfast, or as the meat dish for dinner, enjoy the bacon Home Economics vote for—Swift's Premium!

### THE REASON.. "Sweet Smoke Taste" from Swift's secret Sugar Cure and special Smoking in Ovens!

**BACON WITH ALMOND-ASPARAGUS.** (A Martha Logan recipe!) Place Swift's Premium Bacon on a rack in a shallow pan and bake in a moderately hot oven (425° F.) until browned, 10-12 minutes. No turning is necessary. Serve on a hot platter with asparagus on toast topped with Almond Butter Sauce. Slice 1/4 cup blanched almonds lengthwise and brown lightly in 3 tbsps. melted butter. Stir in 1 tbsp. lemon juice and serve immediately. (Garnish: lemon slices.)



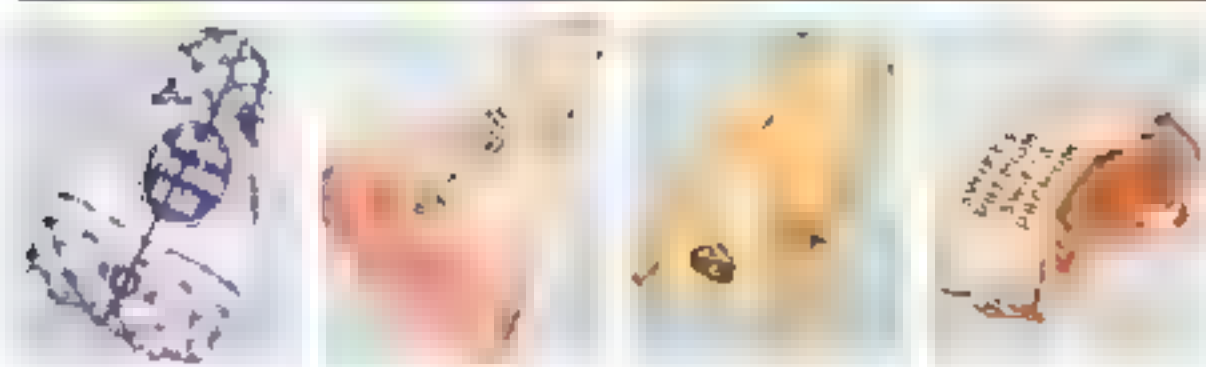
*In buying, look for the blue and white Swift's Premium label, and the word SWIFT down the side of the piece.*

Copyright 1940 by Swift & Company

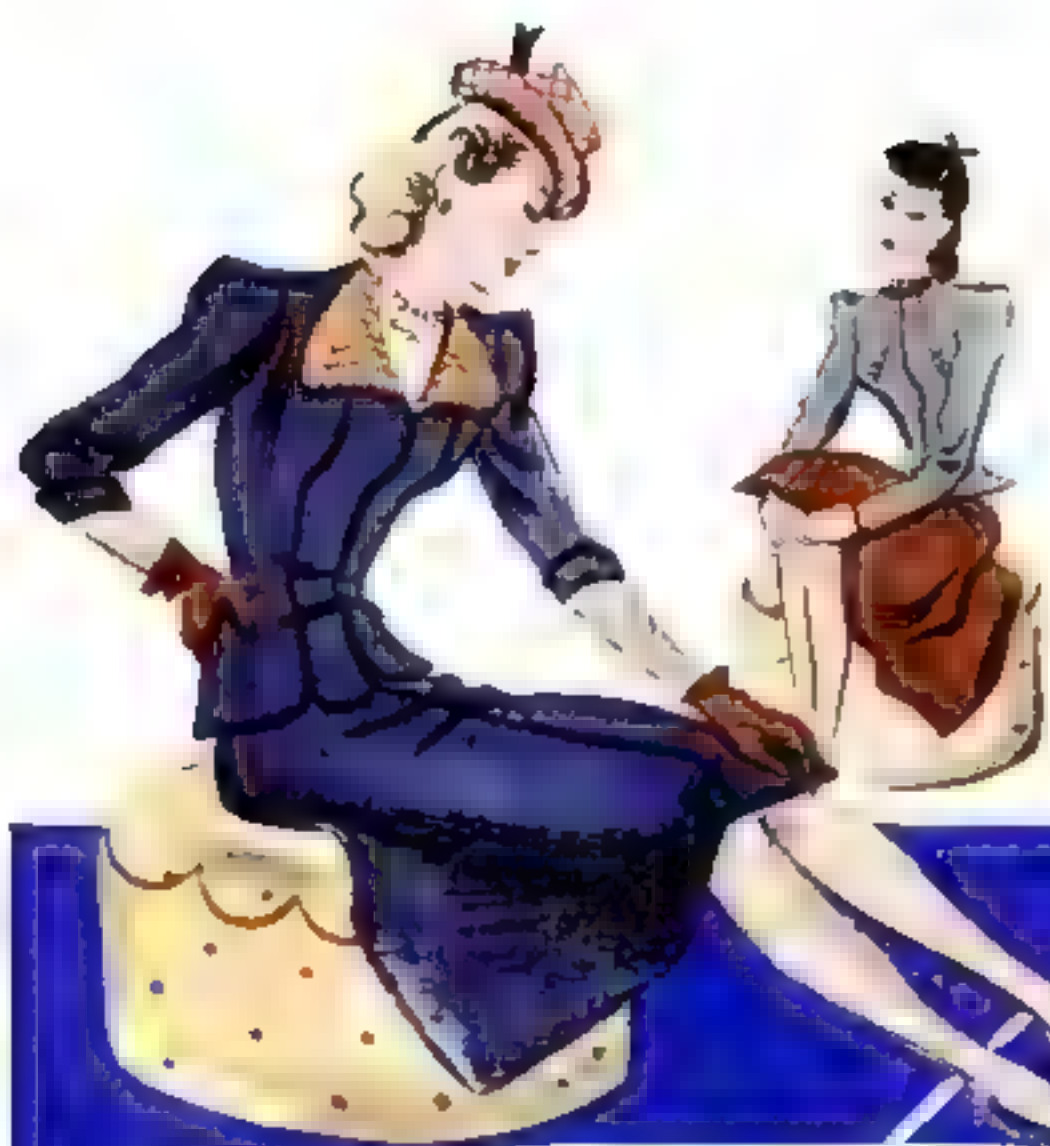
*Say Swift's Premium for the finest meats:*

HAM • BACON • BEEF • LAMB • VEAL  
POULTRY • FRANKFURTS • TABLE-READY MEATS

**REMEMBER, THE MEAT MAKES THE MEAL!**







Carolyn wants "plush touch"  
Marilyn wants "plush feel"  
YOU GET THEM BOTH IN\_\_\_\_\_

# Air Step

THE SHOE WITH THE MAGIC SOLE



TRIPOLI—A new spectator — a striped quarter for easy fitting



BASS—Shirred kid at its best



MARLENE — A young spectator



EMPEROR—Open toes in spectators are new



KENT—A bit in a walled low heel



**\$6.00**  
Some Styles Slightly Higher



SLIP YOUR FINGERS into an Air Step Shoe. Push. Feel the "give". It's an Air Step exclusive idea to bring today's feet back to the normal, restful comfort feet knew when they walked in soft moccasins on soft ground.

Doctors say feet were never intended for hard pavements. All the little jars and jolts your feet get count up in the course of the day—in strain, fatigue and "nerves".

Air Step discovered a method of designing (in a light, feminine shoe) that puts a soft surface on hard pavements. The exclusive Magic Sole is a flexing, yielding cushion of tiny air cells. It acts as a shock-absorber. Takes up jolts—rests your feet and nerves—keeps you "Fresh at Five".

For name of nearby Air Step store, write BROWN SHOE COMPANY, St. Louis.



# GOVERNMENT AND YOUTH

## \$400,000,000 GOES TO FUTURE CITIZENS

American youth has just won a notable victory over Congressional economy. When a week or so ago the House of Representatives came to appropriate money for the Civilian Conservation Corps and the National Youth Administration, it forgot its current urge to save and, like a generous father, voted them a total of \$400,000,000-minus for 1941. This whopping sum for the country's kids may in the long run turn out to be a pretty good investment in future citizenship. Only the meanest New Deal critic has hard words to say about the CCC, oldest and most popular of the alphabetical agencies. The good works of NYA, spread thin across the continent, are beginning to add up to an impressive attack on the youth problem.

That problem has been lately obscured by the brattish behavior of the American Youth Congress whose bad-mannered convention in Washington in February did much to queer a \$500,000,000 American Youth Act and to alienate legislative support. Now the boys and girls of the U. S. are getting a break from the Government—not because of the American Youth Congress, but really in spite of it.

The youth problem is a statistical one. Since 1930 the U. S. youth population has increased from 22,000,000 to 25,000,000. For those 3,000,000 youngsters neither industry nor the educational system has found a place. Their numbers will increase to an all-time high of 26,000,000 by 1945.

Collaboration between U. S. youth and government during the last eight years has gone a long way toward solution of the youth problem. Since 1933 in the CCC, 2,400,000 unemployed young men have found jobs, health and peace of mind in the out-of-doors, from Maine forests to the craggy badlands of Arizona where, in the photograph at left, a Roman Catholic mass is being held. Under the NYA, in the last five years, more than 2,000,000 boys and girls have been returned to school, placed in temporary jobs and otherwise spared the demoralizing experience of being out of school and out of work.



NYA girls play volley ball on the grounds of Camp Roosevelt, an NYA vocational education resident project for girls located at Ocala, Fla.



(continued)

C.C.C. CAMP NO. 311

KEEP THE FINEST  
SOUTH PASS THROUGH THIS GATE



CCC boys, commanded by Army officers, file out at dusk for flag-lowering at Arizona camp. Reveille at 6 a. m. is followed by a full 8-hour day of work. Evenings are spent in study and recreation.



CCC camp, at mouth of Oak Creek Canyon in Arizona National Forest is six years old, houses 195 boys. To conduct forest work in sparsely settled Arizona, CCC



AT DUSK FLAG-LOWERING CCC BOYS GIVE CIVILIAN SALUTE, PLACING RIGHT HANDS OVER THEIR HEARTS

## CCC BOYS BELONG TO U.S. LANDSCAPE

The Civilian Conservation Corps is President Roosevelt's own idea. Its conception was announced in 1932 by Franklin D. Roosevelt along with his own candidacy at the Chicago Democratic convention. It was launched, in almost the first act of the first Roosevelt Congress, as a double-barrelled solution for both the youth and the conservation problems. Since then, the CCC boys in their spruce-green uniforms have made themselves an integral part of the U. S. landscape.

The U. S. landscape has profited by their presence in it. Working out of their 1,500 camps in U. S. forests and parks, the CCC boys have cleaned up and fireproofed 5,000,000 forest acres, planted nearly two billion trees. Their 100,000 miles of trails and roads, their 46,000 bridges have made millions more acres of the U. S. landscape accessible to its people.

For 300,000 CCC boys a year, six-month stretches of hard physical labor in the open country have toned spirits and muscles, put an average of ten extra pounds on their bodies. In their barracks, under supervision of U. S. Army officers, they have acquired solid habits of work, deportment. After-hour classes have taught 80,000 illiterate CCC boys to read and write, and trained thousands more in occupational skills. From their camps, CCC boys graduate much sounder citizens, better fitted both to hunt and hold a job.





has staffed camp with unemployed boys from industrial Pennsylvania. Project here is reforestation, building roads, trails and camps to make area accessible.



Saturday night takes CCC boys into nearest town, where local girls make them welcome at school house party. CCC boys' pay is \$30 per month, of which \$22 must be sent home to their families.



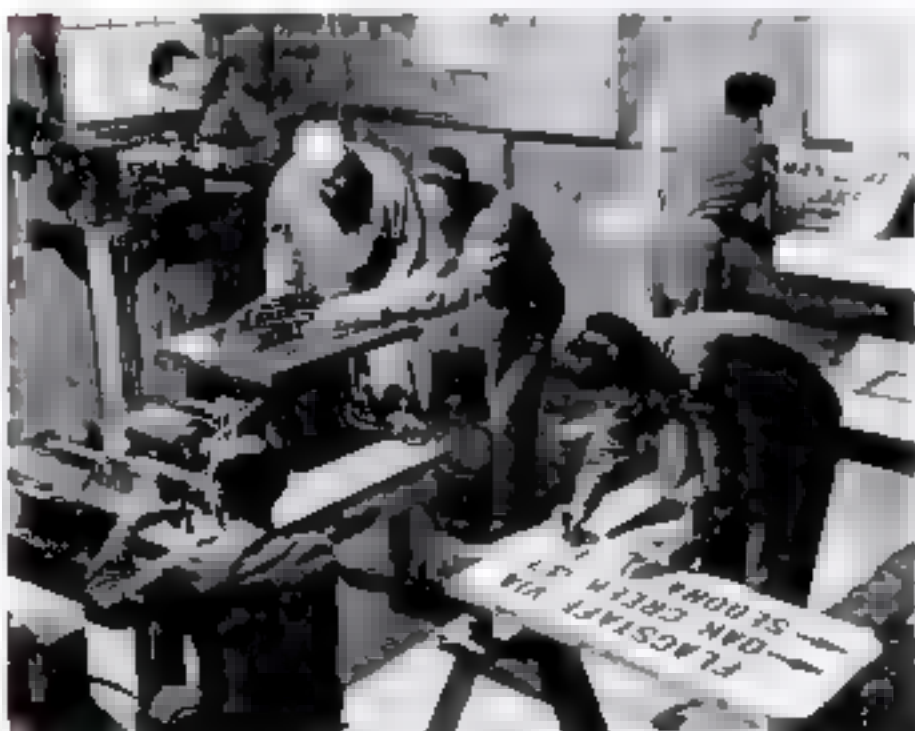
CCC BOYS LEARN TO MAKE BEDS ARMY-STYLE



THEIR PICKAXES DIG TRUCK TRAIL INTO CANYON



CAMP DOCTOR KEEPS CAREFUL WATCH ON HEALTH



TRAIL AND ROAD MARKERS ARE PAINTED IN SHOP



BILLIARD ROOM IS CAMP'S RECREATION CENTER



CCC BOYS GATHER FOR LECTURE ON FORESTRY





Home-economics class learns etiquette of setting table and seating guests for luncheon party. A popular course at Camp Roosevelt, home economics also teaches the more basic skills of managing a household. Girls in groups of seven live together in practice cottages, man-

age budget, buy own food, cook own meals and cultivate flower garden under direction of instructor. Project work for home-economics students is sewing for public institutions. Another big group of girls is enrolled in related course on catering and restaurant management.

## NYA HELPS BOYS AND GIRLS STAY IN SCHOOL



GIRLS ADMIRE MAP OF GROUNDS

The CCC has no place in its program for girls. A scandal of the early Depression were the homeless girls turned hobo, who rode the boxcars with the boys. To shelter them, 47 work-and-learn camps were established in 1934 in various parts of the country. These camps plus widespread WPA-relief allotments to youth were the germ of the idea that was nursed, largely by Eleanor Roosevelt, into the present National Youth Administration.

Chief object of the NYA is to bridge the gap between school and job. Its chief method is to prolong schooling. At peak enrollment, in January of this year, the NYA had found part-time jobs for 495,000 schoolboys and girls. NYA wages to students, at an average of \$6.50 per month apiece, are enough to tide them over and to keep them in their schools and colleges for a few extra years. As its favorite project, the NYA has set out to supplement the country's inadequate facilities for vocational education. Throughout the country the NYA is operating 579 "resident projects," in which 15,000 boys and 14,000 girls are learning trades and paying tuition and keep by working at them.

One of the best resident projects is Camp Roosevelt, at Ocala, Fla. As at a pleasant boarding school, 150 girls from families certified as needy by the State welfare agency, live in rows of white cottages. A half-day's work on a Government project pays all of their expenses, earns them \$7.50 a month in cash. Projects, ranging from sewing clothes for public institutions to photographic laboratory work, are varied enough to tie in with the vocational courses that occupy the rest of the day. Camp Roosevelt certificates, endorsed by Florida's education department, have won jobs for 75% of the graduates from commercial, catering, photographic and beauty-culture courses.



Camp Roosevelt, at Ocala, Fla., is housed in buildings that were abandoned by Florida Ship Canal Authority. They include several administrative buildings, a cluster of white cottages,



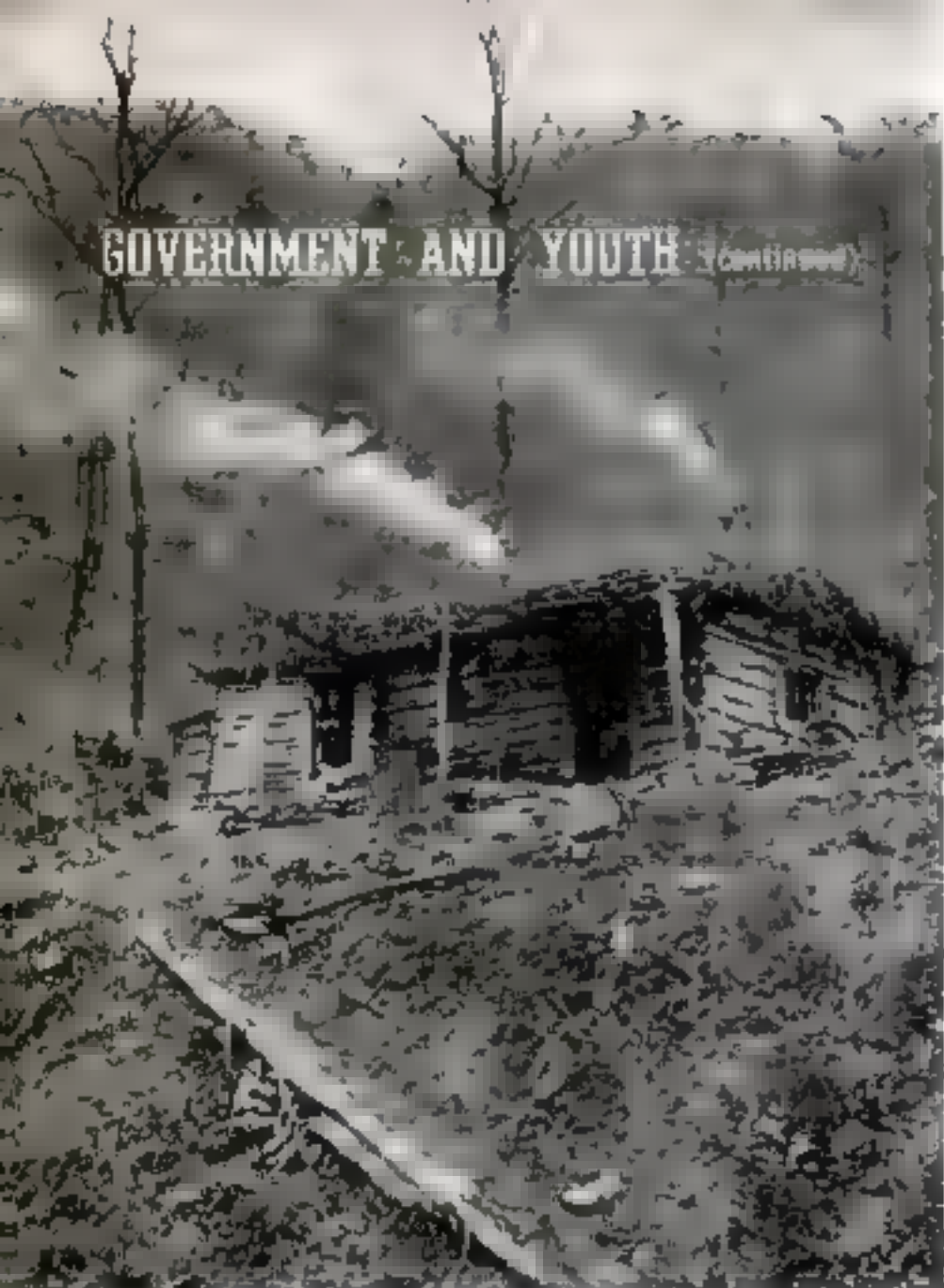


**Rhythmic dancing**, conducted by Dore Schwartz (right), one of Camp Roosevelt students, has become a favorite exercise of Camp Roosevelt girls. A few of the girls enrolled are allowed to enter the camp for short time and at a slight increase in salary to assist in management.

**Beauty-culture course** (below) teaches girls the skills of the trade and functions of shop management. Camp Roosevelt vocational courses meet State standards and are supervised by State educational officials. Camp Roosevelt serves as a regular Florida vocational school.







Home of NYA boy, 19-year-old Herman Driver, is this old miner's cabin on a West Virginia hillside.



Off to work, Driver pulls himself across a mountain stream on an improvised ferry. Herman, once hobo, toured 44 States and Mexico.



Herman's life work will be stone masonry, learned on NYA project at South Charleston, W. Va. He now helps teach other NYA boys.



NYA BOY AT SOUTH CHARLESTON PROJECT LEARNS AIRCRAFT TRADE

## NYA YOUTHS HAVE JOBS AND FUN

In addition to the boys and girls it has helped to stay in school, the NYA has taken care of an almost equal number of out-of-school youths. This year approximately 300,000 of them have received more than half the NYA's \$100,000,000 total appropriation. Chief fear of critics of the NYA is that this big sum, distributed in small amounts for odd jobs, might turn into a demoralizing dole system. That fear has been dissipated by the response of the youths themselves. They have more than earned their Government subsidy.

Under supervision of local education and Government officials, NYA youths have found a wide range of socially useful work to be done in their communities. NYA workshops last year made or repaired more than 500,000 pieces of school furniture and produced articles ranging from mattresses to hospital incubators. NYA crews put up 700 school buildings, renovated some 4,500 more. They laid out 900 athletic fields and landscaped thousands of acres of public parks.

For out-of-school youths, the NYA has geared

its works projects, wherever possible, to its program of vocational training. It has made a policy of keeping its projects on a skilled-labor level and has sponsored an uncounted number of informal classes.

Best break for an NYA out-of-school youth is to be admitted to an NYA resident project. Typical is the project at South Charleston, W. Va. In a World War naval ordnance plant, 373 boys are getting intensive training in skilled metals trades, particularly related to the aircraft industry and are, besides, actually earning their keep at these trades. On graduation, with the help of the NYA placement service, they will stand the best chance for immediate employment.

Not the least attractive feature of the South Charleston project is the fact that the half day's work pays all expenses, brings each boy in addition \$12 cash per month. It is enough to finance a weekly party. With the floor of the big machine shop swept up, the machines shining with an extra polish, they invite their favorite girls in to dance to the project band.

NYA party at South Charleston, brings boy and girl marching through heart into machine shop.



Jitterbugs give performance to swing played by project band. For safe dancing, slippery grease is cleaned from the machine-shop floor



Vesper service on Sunday afternoon for NYA boys in library of South Charleston resident project is led by NYA girl, Dorothy Hall







Boy and girl and electric lathe at NYA machine shop party.





THE IRON QUAY OF NARVIK (IN OBLONG AND BELOW) LOOKS UP THE LONG FJORD PAST THE MOUNTAINS TOWARD THE ATLANTIC. BARBED WIRE SURROUNDS THE PORT.

# IRON ORE FLOWS AT NARVIK PORT

Biggest leak in Allied blockade is iron to  
Germany by Norway's "Inland Waterway"

Without this calm Norwegian harbor, the European war might well sputter to a stop. Here in a fjord kept ice-free all year round by the Gulf Stream, some 8,000,000 tons of Sweden's iron ore a year flow into the holds of ore freighters. This is more than half of all Sweden produces. The other 6,000,000 tons of Swedish iron ore reach Germany by way of Luleå, Oxelosund and Gävle, but Germany needs more than 20,000,000 tons a year, even in peacetime. Hence iron ore from Narvik, brought by electric railway over the Arctic mountains from Kiruna in Sweden, is a life-or-death matter for Germany.

The way Germany gets it is by keeping its little ore freighters within the neutral three-mile limit of the Norwegian coast until they reach the relative safety of the Skagerrak. The channel is strewn with rocks but a Norwegian pilot can navigate it. Its most dangerous points are noted on the map. There British destroyers wait offshore for the Germans to go outside the three-mile limit.

Actually, so far this year Britain has itself taken nearly as much of Narvik's ore export as Germany and next month Germany will begin to get her ore from the Baltic harbors that are frozen all winter. But no port in Scandinavia can compare with Narvik, which can handle 60,000 tons of iron ore in 24 hours on its giant Iron Quay and whose electric railway can bring in a million tons a month. In the harbor wait German and British ships side by side. The German captains stay at Narvik's Grand Hotel, the British captains at the Royale, but the crews are not allowed to leave their ships. And down through the mountains roll as many as twenty 50-car trains a day, carrying 2,000 tons apiece from the richest iron deposit in the world



The Iron Quay (center) at the end of the fjord resembles an arched stone bridge. The ships tie up underneath the

chutes that lead directly from the ore trains and can pour 40 tons of ore a minute down into the holds of the ships.



The ore cars roll down to the port of Narvik from Kiruna, richest iron deposit in the world. This railway, which was

built in 1903, was entirely electrified in 1923. Its roadbed is a series of tunnels, viaducts, bridges and snow-hedges.





AT RIGHT IS A GERMAN ORE FREIGHTER WAITING ITS TURN AT THE CHUTES THAT POUR OUT THE IRON-RICH GRAVEL PRODUCED BY THE GREAT SWEDISH MINES AT KIRUNA



The "inland route" for German ore ships down the coast of Norway is protected by islands most of the way, has several exposed points.



Kiruna iron is dug out of two "Iron Mountains" in far-northern Sweden (above). Three-quarters of it goes by

electric railway to Narvik which is much nearer, better-equipped as a port than is ice-bound Luleå on the Baltic.





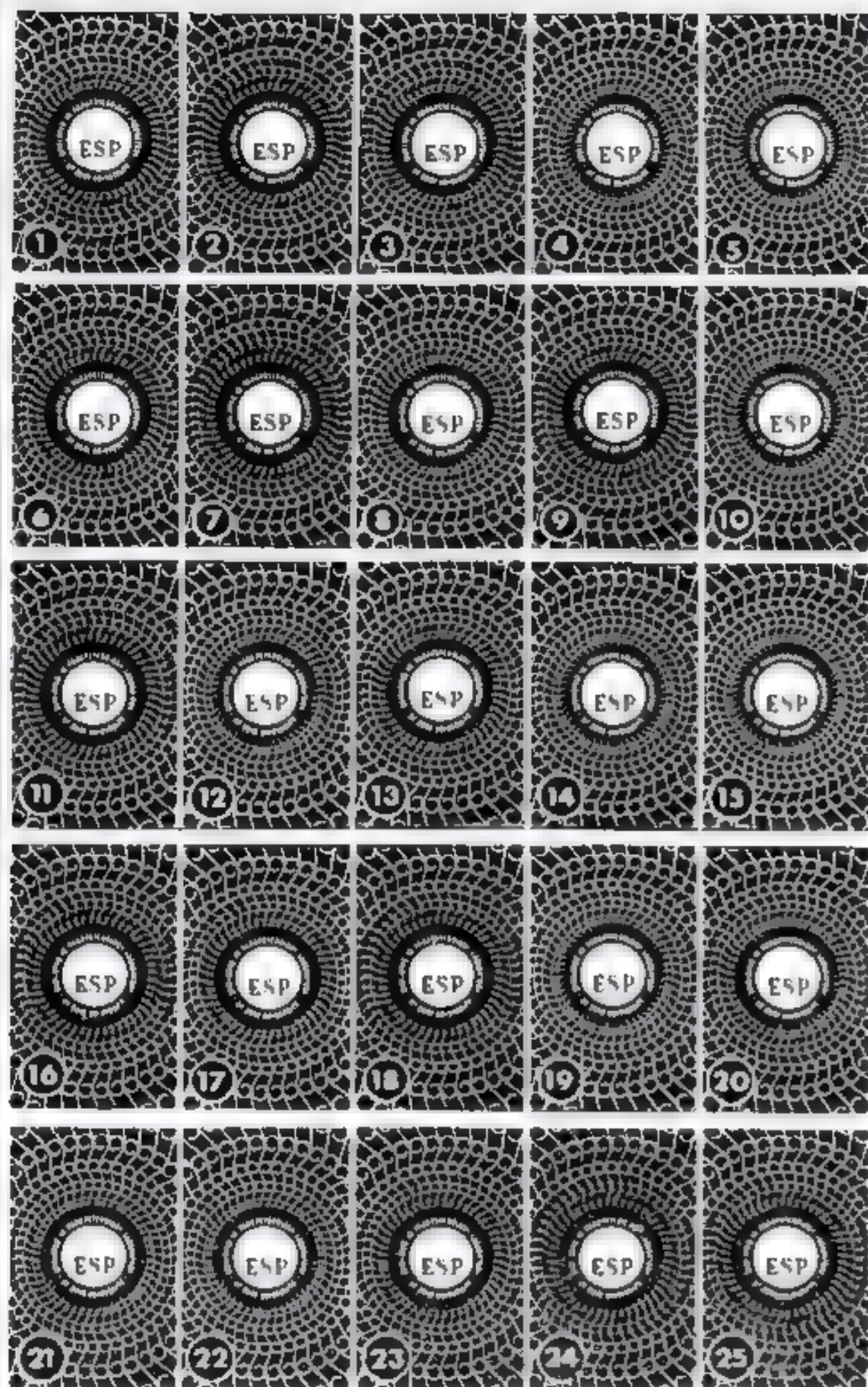
**Four Duke co-eds** undergo an ESP experiment under the watchful eye of Dr. Joseph Rhine. Each of the five boxes before each girl contained a card with a different symbol.

The girls were given 25 cards face-down and told to place cards bearing similar symbols in front of each box. Pure luck would give 5 hits in 25 guesses but Edith Hall

and Adelaide Mayhew *right* did better. Below, in another test, Edith Hall matched 9 of the 25 cards with a deck during the test, the cards in black envelopes were invisible to her.







## LET'S PLAY EXTRA-SENSORY PERCEPTION

Above are the backs of a full 25-card pack of Dr. Rhine's Extra Sensory Perception cards. Each of them bears on its face one of the five symbols at the top of the page. To test your clairvoyance (perception without seeing), concentrate on the back of each card and mark, in the corresponding box below, the symbol you think it bears on its face. The faces of the cards are printed on the back of this page, in such a way that the face of the No. 1 card is directly behind the back of the No. 1 card and so on. After you have marked all 25 cards, turn the page and check your answers. Pure luck average is 5 cards out of 25.

What symbols do you think are on back of cards above?

					1	2	3	4	5
6	7	8	9	0	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25

# DR. RHINE & E.S.P.

DUKE'S FAMOUS PROFESSOR THINKS  
HIS EXPERIMENTS PROVE TELEPATHY

by FRANCIS SILL WICKWARE

In presenting Francis Sill Wickware's article on Dr. Rhine and Extra-Sensory Perception, LIFE's editors do not commit themselves to acceptance of his point of view, nor do they presume

to act as jury on the matter of whether or not the existence of ESP is a proven fact. Mr. Wickware's last LIFE Close-up was on Dr. Gonzales, New York City medical examiner.

A \$40,000,000 endowment; a magnificent chapel; a collection of powerhouse Gothic buildings rivaling Princeton or New Haven; the largest hospital in the South; occasionally spectacular football teams, a pair of hideous green bronze statues of the Founders—these things are Duke University in Durham, N. C., standing forever to the memory of Washington ("Old Man Wash") Duke and sundry members of the vast tobacco-utilities dynasty whose successive munificences expanded a once obscure Methodist college named Trinity into the present opulence that is Duke.

While other universities are known for their scholars, their laboratories, libraries, observatories and distinguished alumni, the fame of Duke in the main is more material than intellectual. Indeed, Duke's principal contribution to human knowledge in the last ten years has been a pack of peculiar cards, a cabalistic term and a series of experiments by a comparatively youthful professor of psychology named Joseph Banks Rhine.

By some, Dr. Rhine has been compared to Copernicus, Galileo, Newton, Darwin, Freud and other pioneers. By others, he is regarded as a misguided crackpot and either a deliberate or an unconscious fraud. Looking at him and hearing him talk, it is hard to believe that he qualifies on either side. Called "Banks" by his wife, Dr. Rhine has a shock of stiff, dark-gray hair and resembles Abraham Lincoln in profile, Walter Huston fullface. He spends most of his time in his Parapsychology Laboratory (equipped with leather chairs, of which he is naively proud) overlooking the statue of Washington Duke on the women's campus of the University. In these bare and unexciting quarters, Dr. Rhine carries on the singular research that has preoccupied millions of people throughout the world and has seriously challenged the axioms of modern psychology.

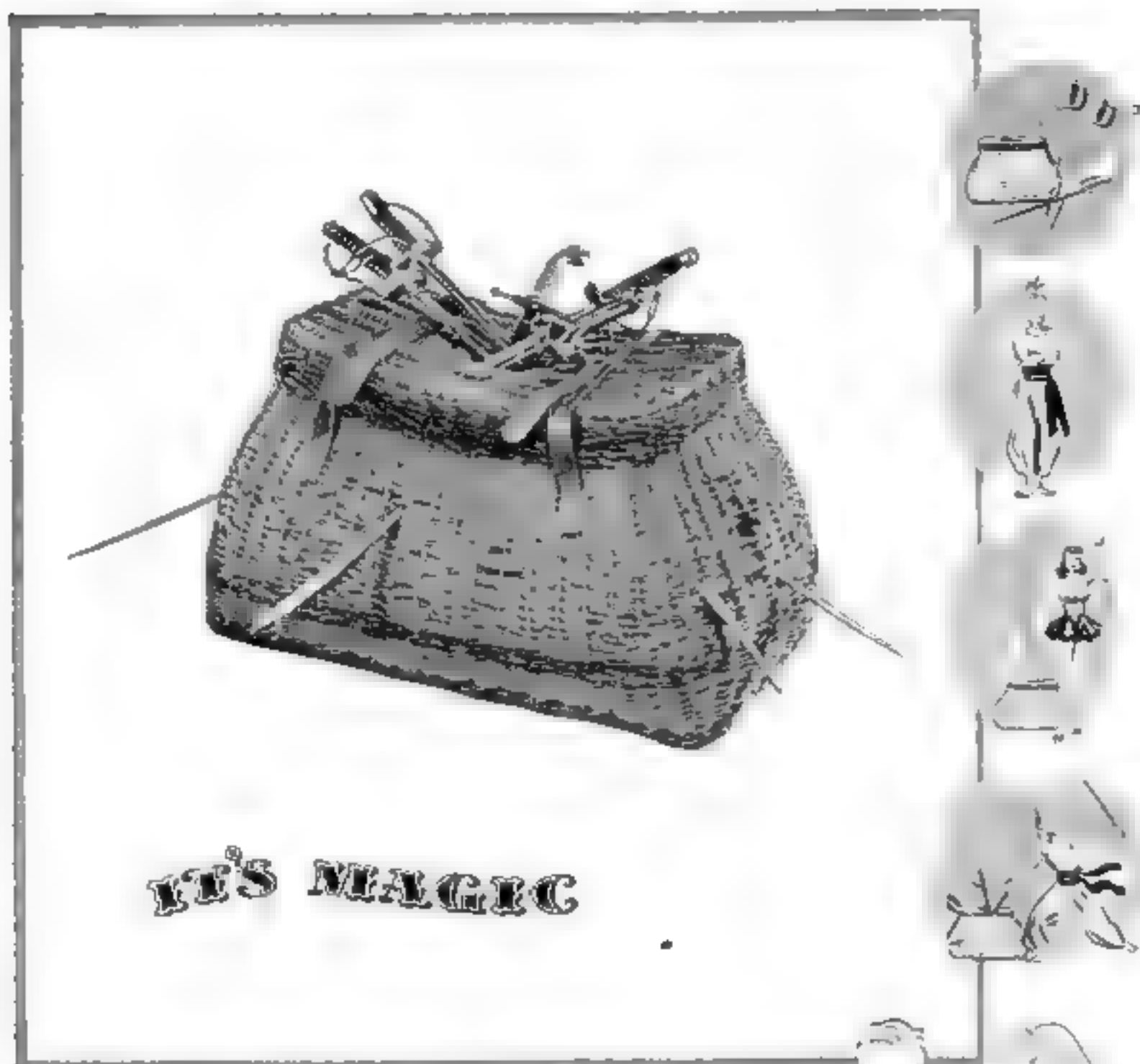
In a word, Dr. Rhine since 1930 has been trying to find out whether people are "psychic" and whether the human mind is capable of telepathy, clairvoyance and precognition. If without any communication you guess or know or perceive or sense the thoughts in the mind of another person, that

CONTINUED ON NEXT PAGE



DR. RHINE, STAR OF DUKE'S PSYCHOLOGY DEPARTMENT, LECTURES TO SENIORS





## And here's **MAGIC** for everyone!

There is a new, a constructive magic awaiting you . . . the New **MAGIC** Margin Royal Portable. Be sure to see it. You will be enthused with the great convenience that **MAGIC** Margin brings to all typing. With this patented improvement you can set margins automatically—3 times faster. Just type a few lines on this finest of

home-sized typewriters. Then you'll know why so many students, teachers and parents hail this New Royal as the simplest, quickest and the clearest way to set thoughts on paper . . . why it is a modern aid to education. For details of Royal's Free Home Trial, mail the coupon below.



# THE NEW **MAGIC\*** Margin **ROYAL** PORTABLE

\*Trade-mark, Reg. U. S. Pat. Off.

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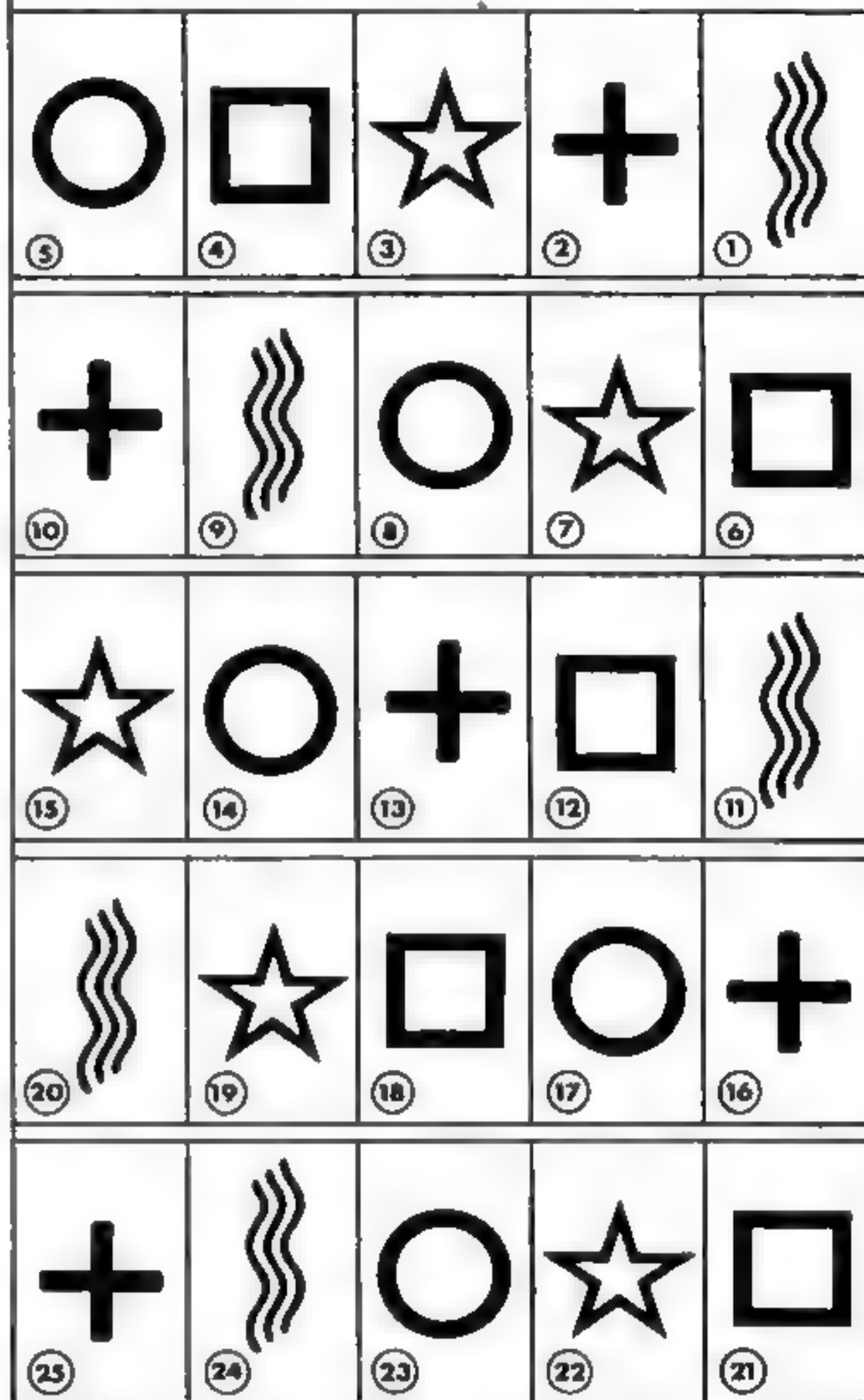
### FREE HOME TRIAL COUPON

Royal Typewriter Company, Inc.  
Dept. L-415, 2 Park Ave., N. Y. C.  
Please tell me how we can try a  
New Royal at home FREE.

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

## THESE ARE THE FACES OF CARDS WHOSE BACKS APPEAR ON THE PRECEDING PAGE

(Note that numbers read from right to left on this page)



### DR. RHINE & E.S.P. (continued)

is telepathy. If without seeing or knowing you can describe an object hidden in another person's pocket, that is clairvoyance. If you are able at noon to tell yourself that before evening you will find \$10—and actually find it—that is precognition, a prophetic knowledge of coming events. These three manifestations Dr. Rhine lumps under the general heading of *extra-sensory perception*, which he usually contracts to ESP.

Although he is certainly the best-known advocate of ESP, Dr. Rhine is far from being the only man in the world at work on the subject. Hundreds of investigators in and out of American colleges are busy with parallel research. More or less reputable societies for "psychic research"—covering everything from ESP to communications with the deceased—are numerous. Abroad—especially in England—interest is even greater than it is here, although organized research has naturally been disrupted by the war, and both the British Institute for Psychical Research and the French counterpart are temporarily moribund.

For all the people in America who believe in the existence of mental powers beyond the familiar ones, if not in the so-called "supernatural," Dr. Rhine is an oracle, and for all the psychologists opposed to such belief, he is a target. This is due partly to the nature of his experiments, partly to the fact that they have attracted enormous publicity. In 1935 he published *Extra-Sensory Perception*, a scholarly work recording the results of his first four years of research. In 1937 he brought out *New Frontiers of the Mind*, which became a





**MAD** was Bob when Betty again served tasteless, everyday sandwiches. What was she to do?



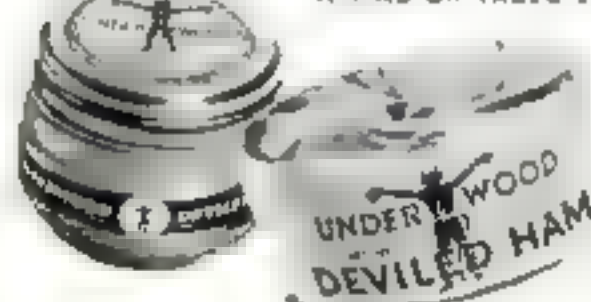
**SAD** was Betty when Sue, who had been shopping, dropped in. "You will!" cried Sue. "Why don't you give him sandwiches made with Underwood's?"



**GLAD** and you'll be, too, when you discover how men from six to sixty go for Underwood Deviled Ham—fine whole ham, ground and delicately seasoned with rare spices from the Indies, all ready to spread. It's the spice of the party... and a little makes a lot!

**UNDERWOOD**  
DEVILED HAM

IN THE HOME OF TABLE JARS



ALSO MADE IN CANADA—SOLD AT THE SAME PRICE



Wonderful new E-M Shock Absorber! It's the only one that takes the jolts out of riding! It's the only one that's been tested by the U.S. Army and Navy! It's the only one that's been tested by the U.S. Army and Navy! It's the only one that's been tested by the U.S. Army and Navy!



**FREE** E-M Manufacturing Co., 2150 Grand River, Detroit, Mich.

**25 PEDIGREED PUPPIES FREE!**



Read all about it in the first issue of **POPULAR PETS**, the sensational new magazine for animal lovers. 25c at all newsstands!

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best-seller and was a Book-of-the-Month Club selection. *New Frontiers* not only precipitated widespread public discussion but led to an intellectual battle of the century between Rhine and the embattled psychologists. Soon Dr. Rhine and colleagues will bring out *Extra-Sensory Perception After Sixty Years*, which will stand as the last word on ESP and unquestionably will stir up another big academic row.

### Taking an ESP test

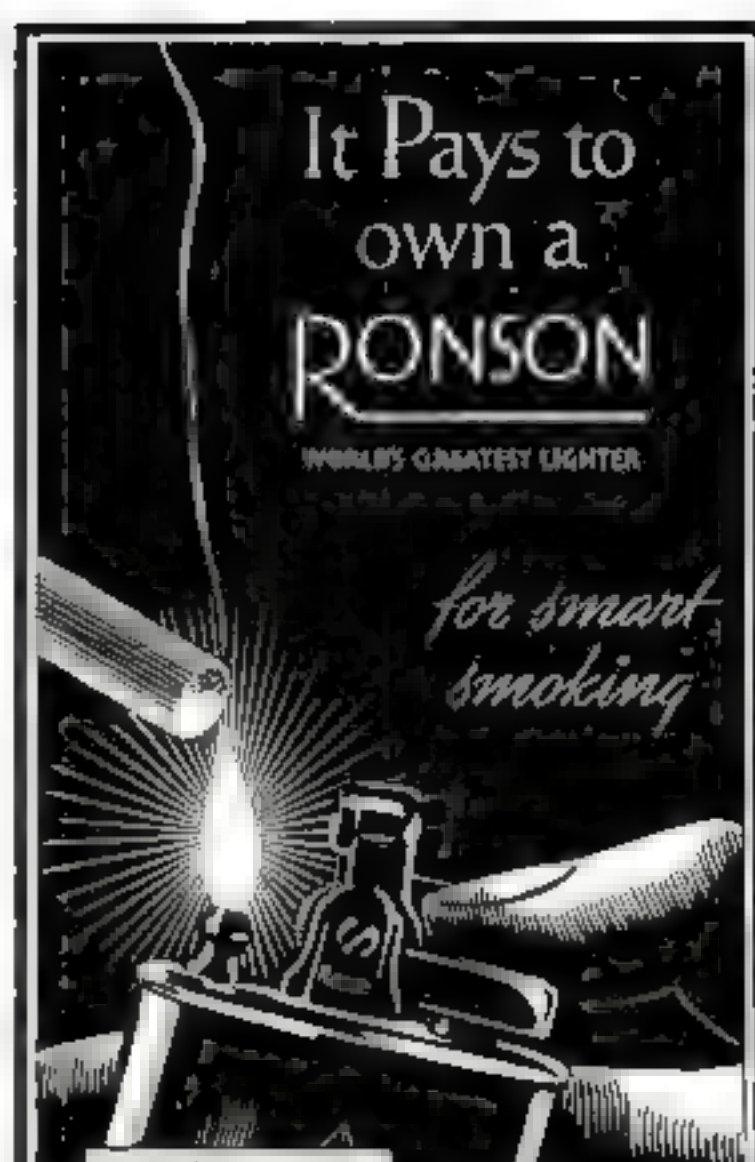
Even the casual visitor to the Duke Laboratory probably will not have to wait long before Dr. Rhine or one of his colleagues produces a pack of ESP cards and suggests running through a few trials. The cards—trade-marked by some whim of the U. S. Patent Office under "Games, Toys & Sporting Goods"—come in decks of 25, consisting of five five-card suits of elementary symbols—stars, circles, squares, wavy lines and crosses. The technique of testing extra-sensory perception with ESP cards has a number of variations, but the basic procedure is about as follows: the subject, or "percipient" in the Laboratory designation, and the agent, or "sender" sit facing each other across a table, usually with a screen or curtain between them. Or they may sit on opposite sides of a room or in separate rooms or in different buildings or even in houses hundreds of miles apart. At the beginning of the test, the agent shuffles the cards, picks up the top one and gazes at it steadily while the subject tries to perceive or guess whether it is a star, circle, square, cross or series of wavy lines. The agent then notes the call, turns up the next card and proceeds through the pack, at the end checking up to determine the number of accurate guesses.

This is Rhine's general test for ESP, allowing for both telepathy and clairvoyance. In pure telepathy tests no cards are employed, the agent concentrates on one of the five symbols and the subject tries to pick the image out of his mind, thus eliminating any possible clairvoyant perception of the cards themselves. On the other hand, in testing pure clairvoyance the agent shuffles a deck of cards and places them on the table in front of the subject, who then is expected to name the cards in order through the pack. In the test for precognition, the subject attempts to guess the final order of a pack of cards before the agent shuffles them.

With the sponsorship of Duke University and with financial assistance from several wealthy benefactors, the Parapsychology Laboratory since 1930 has conducted and made records of more than 1,000,000 individual telepathy, clairvoyance and precognition tests. To understand the significance of the results, it is necessary to bear in mind that all of Dr. Rhine's experiments are based upon the mathematical law of chance or probability. Since there are five suits of five cards each in an ESP pack, the law of probability insures that one-fifth of the time, on the average, any subject will make correct calls, regardless of the kind of test. In other words, in a run of 25 cards he has a mathematical expectation of 5 hits. To be sure, in any given trial he may make 7 hits or 8 or 3 or 2. But when a number of runs are averaged together, the hits—on the basis of chance alone—will work out to 5 in 25. Therefore, any deviation from the 5-in-25 ratio means that something more than chance is affecting the tests. This will be true whether the deviation is above or below the average. If you tried deliberately to avoid calling the proper cards in an ESP test and succeeded in making only 3 in 25 hits in a series of runs, you would be demonstrating ESP just as definitely as with a score above the average. Eminent mathematicians have analyzed Rhine's statistics and endorsed them. To make the ultimate test, a mathematics professor at Duke turned upwards of 500,000 cards in his spare time and found that the law of probability works precisely as it is supposed to.

CONTINUED ON NEXT PAGE

Edyth Hull matched 9 of the 25 cards in this clairvoyance test. When metronome ticked (right), light flashed on the screen and she tapped pencil on envelope containing one of five symbols to show assistant where to place the card he held face-down.



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## DR. RHINE & E.S.P. (continued)

### Dr. Rhine finds his first star subject

Dr. Rhine obviously never would have started his experiments back in 1930 if he had not been convinced that ESP is a fact, and he would have abandoned them long ago if his subjects had done no better than the law of probability allowed in the card-calling tests. During months of trial and error in 1930 and 1931, hundreds of casual subjects—children and Duke students, mainly—were tested before one spectacular score was recorded. Then one afternoon in May 1931, a young psychology student named Linzmayer dropped into the Laboratory to be hypnotized by Dr. Rhine, who at the time was trying to discover whether hypnosis had any effect on ESP ability. It turned out that Linzmayer was a bad subject and Rhine got nowhere with him. But while Linzmayer was there, Dr. Rhine picked up a deck of cards and glanced at the top one. "Can you name it?" he asked. "Star," Linzmayer replied. "And this one?" "Star again," said Linzmayer. And in succession proceeded to make 9 correct calls.

Next day, full of excitement, Rhine repeated the test and again Linzmayer made 9 hits in a row. The odds against such a performance occurring by chance are approximately 2,000,000 to 1, and the Parapsychology Laboratory had apparently found its first genuine psychic. When Linzmayer presented the theory that he could do better while gazing out the window or otherwise making contact with nature, Rhine took him driving in a car and carried on the tests in a country lane. Whereupon Linzmayer in one trial made 15 successive hits—the mathematical chances against him were approximately 30,000,000,000 to 1—and in a total of 600 trials he averaged 10 correct calls in 25 or double the chance expectation. In this series Linzmayer was allowed to take his own time; when Rhine speeded up the tests and placed him under various restrictions, his average—in 900 trials—dropped back to chance. Soon after the initial discovery, Linzmayer left Duke for the summer vacation and, when he returned next autumn, he had apparently lost the ability to turn in consistent high scores. Since Linzmayer's day, Dr. Rhine feels that two things about ESP have been pretty definitely established: the faculty is influenced profoundly by physical conditions and is closely connected with the subject's interest in the experiments. Time after time, Dr. Rhine has turned up promising candidates who have scored well in the beginning but have fallen off when they became bored with the monotonous card-calling.

Linzmayer's scores were so high and the chances against their happening by luck so tremendous that as far as Dr. Rhine was concerned ESP already had been proved. Linzmayer, however, turned out to be strictly a minor leaguer in comparison with Dr. Rhine's next unusual subject, a Duke divinity student named Pearce. Pearce came forward after one of Dr. Rhine's lectures and said that his mother was psychic and that he too had had certain extraordinary experiences, but that he was "afraid of them." Promptly, Dr. Rhine persuaded him to report for ESP tests. Pearce at once began hitting 10 out of 25 cards and kept up this score for two years. And once—just once—he did the incredible. Happening into the Laboratory one day while Rhine was working by himself, he ran through one trial in an offhand way and made 5 misses in a row. Rhine chided him about it and said: "I'll bet \$100 you can't get this one."

Pearce scored a hit on the first card of the new deck. Rhine bet again and Pearce scored again. Five cards right. And 10. And 15. And 20. When Rhine had turned the last card and dropped the pack, both men were white, trembling, shaken. For in correctly calling 25 out of 25 cards, Pearce had either demonstrated ESP or

CONTINUED ON PAGE 32

Duke President William Preston ("Six") Few (right) is a Rhine admirer and is shown here going over Rhine's laboratory budget with him. Few, a Rotarian, is probably only former English professor with the courage to say "ain't" when he feels like it.



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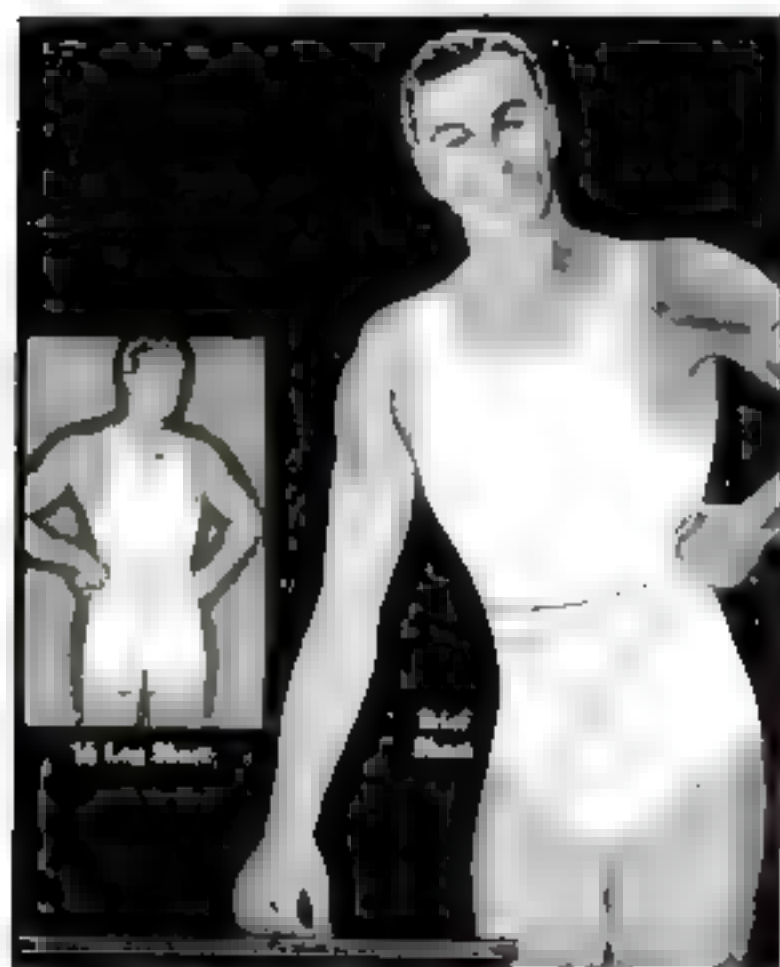
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## DR. RHINE & E.S.P. (continued)

had hit the one chance out of 298,023,223,876,953,125 chances that were mathematically possible.

"I'll never do that again," said Pearce to Rhine, when the test was over. And he never did. Neither did he collect his \$2,500.

In the Laboratory files there are dozens of other examples of single spectacular scores as well as prolonged high runs, but Rhine estimates that only about one person in five possesses the ESP faculty in any appreciable degree, although it may be present and latent in everyone. During the first few years, the testing was directed at finding high-scoring subjects and getting the greatest possible amount of work out of them before the inevitable decline in interest set in. Rhine tested everyone—children, Negroes, mental defectives, blind persons with their alleged "sixth sense," professional mediums, students and visitors. He gave caffeine to some and watched their scores rise under the influence of the stimulant, saw them drop with the narcotic sodium amylal. Frequently, he reversed the usual procedure and urged his subjects to avoid calling correctly, and found that some of them made low scores relatively as far below chance as their high scores were above. Pearce, for example, was able at will to score 9 or 10 in one run and 2 or 1 or zero in the next, and Rhine cites this ability often in his arguments.

### Long-distance card-calling

In order to eliminate any possibility that the subjects in some way were getting clues about the cards, he began long-distance experiments. Subject Pearce, installed in a building on the Duke campus 100 yards away from the sender, averaged just under 10 hits in 25, making one call every 60 seconds, while the sender turned his cards at equal intervals. At 250 yards his calls became erratic—now far above chance, now far under it—and his general average slid downward. But with another subject—a woman—space apparently meant nothing. In one remarkable test the agent sat in Durham and every five minutes picked up an ESP card and studied it intently. Two hundred and fifty miles away, timing herself with a watch that had been synchronized with the agent's, the subject tried to get the telepathic image and marked down her impressions. The first day she averaged 19 hits in 25 and on the next two days, 16 in 25. The law of probability said it couldn't be done—the chances were tens of millions to one against it.

In 1935, Rhine arranged an even more ambitious test on a Durham-Los Angeles circuit. It was agreed that on a certain night, Rhine would turn cards in the Laboratory and, out in California, the subject (protégée of a prominent psychiatrist) would attempt to call them. The test failed but under curious circumstances. Two days beforehand, the subject remarked to the psychiatrist that the test would not come off, that "someone will make a mistake." On the night of the card-calling, the subject refused to make any guesses, stating that she "felt nothing coming." And, in fact, an error in the time calculations had been made and the card-turning and card-calling were not synchronized. Later on the test was repeated but without significant scores.

Up until 1937, the experiments of Dr. Rhine received comparatively little public notice, although *Extra-Sensory Perception* had come out in 1935, and there were occasional articles appearing in magazines. Then *New Frontiers of the Mind* was published, with sensational effect. ESP cards and score pads were sold in New York department stores (the meagre profits helped defray laboratory expenses) and ESP became a national dinner-table topic. Out in Chicago, the Zenith Radio Company even put on a series of telepathy tests by radio (Rhine has a Zenith set as a memento of the venture) but failed to prove anything. The Parapsychology Laboratory was swamped with fan mail from self-styled "psychics" volunteering

Hubert E. Pearce Jr., a Duke University divinity student tested by Rhine (right) in 1932, correctly called 25 ESP cards in a row, one chance in 298,023,223,876,953,125. A professional magician, called in to watch Student Pearce for fraud, was astounded.



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for tests, the number and size of private contributions to the Laboratory showed a gratifying increase, and Duke University gave Dr. Rhine his leather-upholstered chairs in token of appreciation for the sudden glory he had brought to Durham. Probably no other piece of scientific research in recent history has succeeded in exciting more people in so short a period of time.

To nearly all psychologists and to many people in academic circles, this burst of ESP publicity was most painful and irritating. The experiments of Dr. Rhine were a direct challenge to all established theories about the human mind. For Rhine was saying that people can communicate without communicating. Rhine was saying that the human mind has weird powers which transcend space. Rhine was even saying that these strange powers might transcend time itself—for he was dabbling with precognition and establishing with his stubborn law of mathematics that certain subjects were able to foretell the future. If these things were true—but of course they couldn't be true.

No reputable psychologist ever came out and called Dr. Rhine a fraud and a faker in so many words, but the allegations headed that way. In general, psychology argued that: 1) Rhine believed in ESP before he began the experiments; therefore, he almost literally stacked his cards and set out to justify his own notions; 2) the experimenters are careless and either give clues of some kind to the subjects, make errors in score-keeping or otherwise consciously or accidentally influence the tests; 3) the ESP cards themselves are defective and can be read by the subjects (one batch of cards actually was badly printed, and when held at a certain angle, the symbols might be discerned on the backs by persons with extraordinary eyesight); 4) only good subjects have been used; the trials made by poor subjects have been ignored; 5) it just can't be so.

### What is that psychic "something"?

There was justification for questions and prejudices. In spite of the disarmingly prosaic nature of the card-calling method, the whole subject of ESP was closely related to "psychical research," "spiritualism" and kindred matters that have been shot with superstition and dishonesty, and deservedly have been pooh-poohed by most scientists. On the other hand, these very subjects have been an integral part of the folklore of the race since prehistory. Among primitive peoples, belief in telepathy, magic and various supernatural phenomena is not a problem for laboratory investigation; it is a fact of daily life. And among the most civilized citizens, there are many who encounter quite inexplicable manifestations of "something"—they rarely can describe it more accurately. The "something" may be as simple as thinking of someone you haven't seen for ten years and running into him five minutes later on the street. Or as dramatic as the warning dream in which you have a vision of someone in danger or distress and discover against all will and reason that the dream is fantastically true.

History and religion are crowded with psychic allusions. There is a perfect example of precognition in the Bible, when Christ at the Last Supper predicts his own betrayal by Iscariot. There is the famous case of Emanuel Swedenborg who wrote a letter to John Wesley, naming the precise date of his own death. There was Mark Twain, searching frantically for an old article he had published years before, crossing Fifth Avenue and having a stranger stop him and thrust a package into his hands, explaining: "I have been saving these clippings for you for years, and this morning it occurred to me to find out and give them to you." The package, of course, contained the article Twain had been looking for.

To Dr. Rhine, long ago, it seemed that strange things happened

CONTINUED ON NEXT PAGE

On Duke's \$40,000,000 campus, a Rhine assistant sat in room "B" (below), took ESP cards out of deck every 60 seconds. Pearce sat in "C," 100 yd. away, and "hit" 99 cards in every 15 correctly. Same test was conducted between "B" and "A" at 250 yd.



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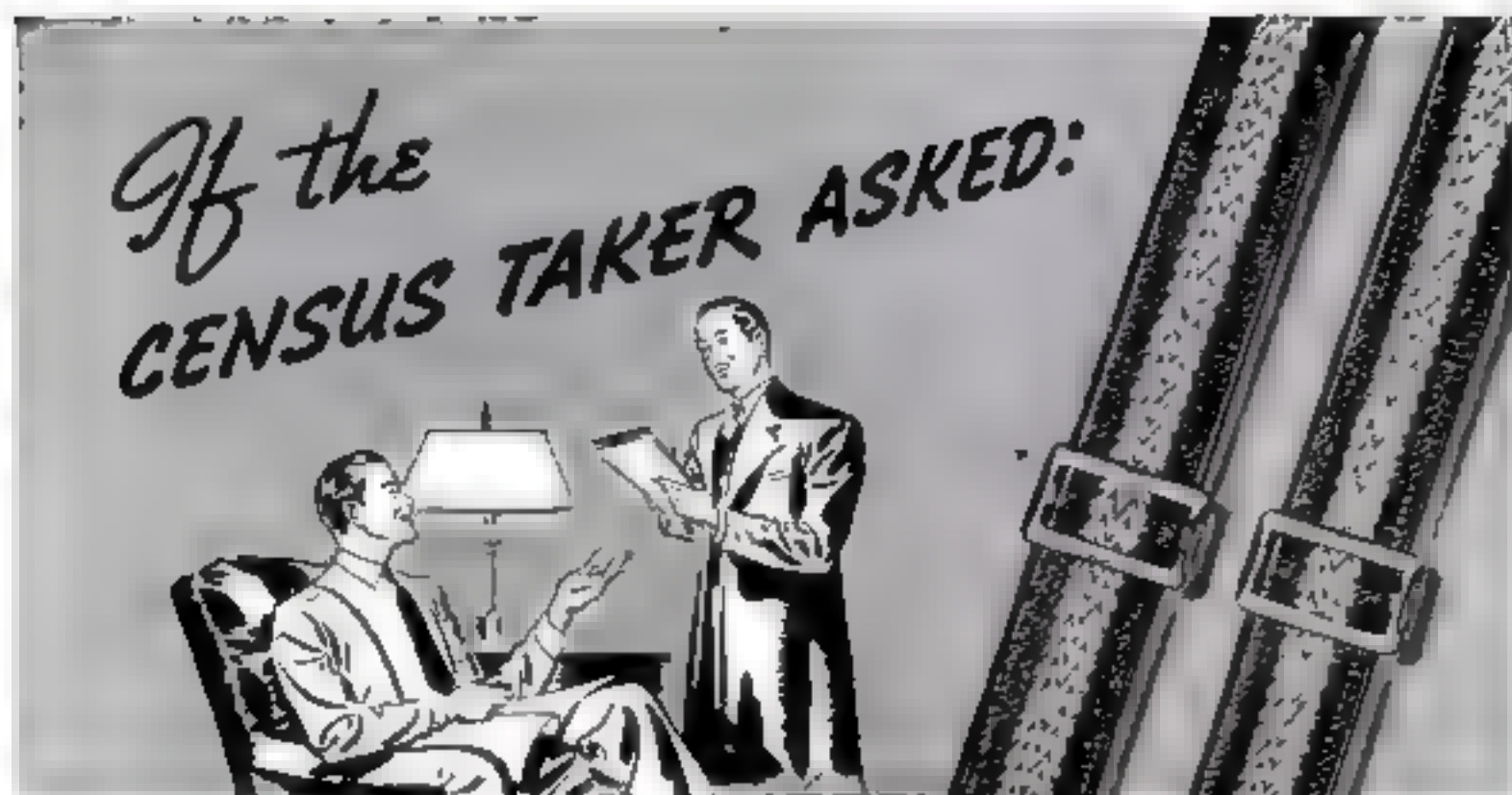
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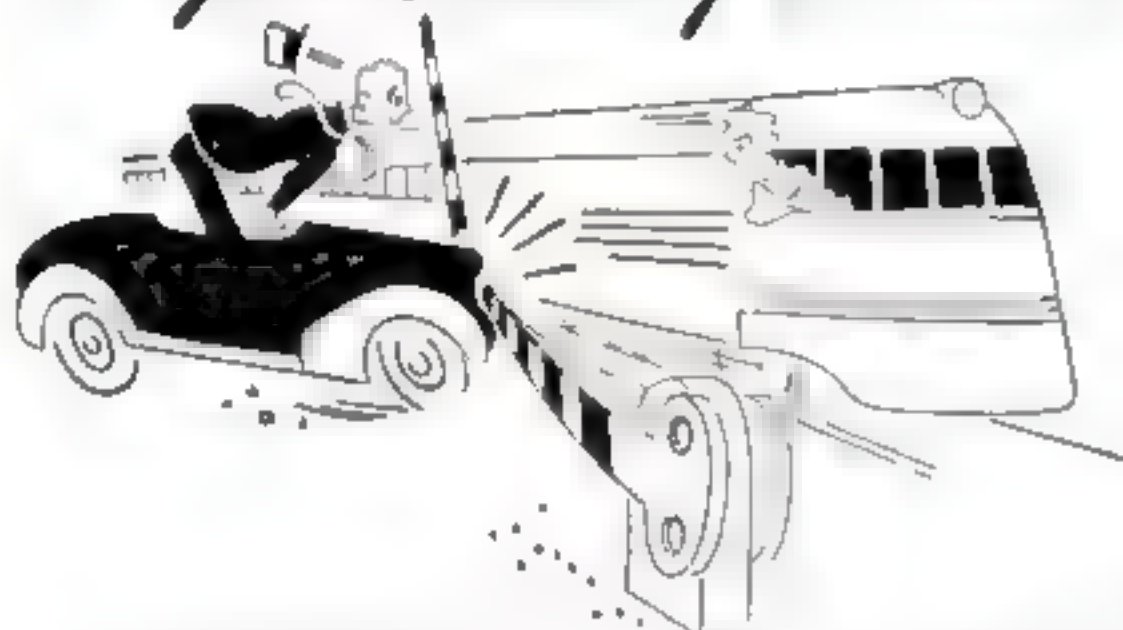
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## DR. RHINE & E.S.P. (continued)

in men's minds far too often to be explained away forever by "coincidence." If his card-calling tests had been negative, he would have dismissed the whole subject the way it is dismissed by most scientists; with the tests positive, he scarcely dares speculate on what he may discover in the years to come.

Part of his devotion to his research undoubtedly is a carry-over from childhood. He was born into what he describes as a "foot-loose" family living in a vague place in south-central Pennsylvania's mountains called Rhine Hollow. As a boy, he heard plenty of references to psychic phenomena. The one that impressed him most was told to him in college by a hardheaded science professor. It concerned an experience of the professor's childhood, when one night a neighbor came to the door and asked for the loan of a horse and buggy. His wife in a dream had seen her brother take out a pistol and shoot himself in his barn, nine miles away. She insisted that the husband go at once and see whether he was dead or alive. The professor's father and the neighbor drove to the barn and found the woman's brother lying dead in the haymow, with a pistol beside him. Every single detail of the woman's dream was photographically accurate.

Rhine didn't doubt the professor, but at the same time he couldn't quite believe the story. Later on he and his wife heard some lectures by Conan Doyle. Rhine didn't believe Doyle's stories any more than the professor's, but he was still impressed and growing more curious. Next he happened to read a book, *Body and Mind*, and an article titled *Psychical Research as a University Study*, and decided forthwith to go to Harvard and join forces with the author, Professor William McDougall. He arrived in Boston at exactly the wrong time, because McDougall had just closed his house and put his family into a taxicab to start on a trip around the world. However, in the course of a brief conversation on the street, Rhine decided that McDougall was *sympatico*, and vice versa. A year later McDougall went to Duke, and Rhine came down and became his assistant.

### Dr. Rhine and mind-reading horse

Rhine nominally was an assistant professor of psychology and a psychic researcher on the side. He is leery about discussing one bit of pre-ESP research, because it has been used against him in an attempt to prove that he is an unscientific nincompoop. Coming down from Boston, the Rhines read in a Richmond newspaper that a celebrated local horse named Lady had predicted that Tunney would win the Dempsey-Tunney fight. The idea of meeting this precocious animal was so intriguing that they returned with Dr. McDougall later and located Lady on a farm off U. S. No. 1, near Petersburg, Va. Lady was billed as "The Mind-Reading Horse" and occupied a tent, admission 50¢. Then young and excitable Lady apparently fell into a trance-like state and not only answered questions from the audience by spelling out messages on alphabetical cards but solved mathematical problems at will and performed numerous other prodigies. The Duke trio were unable to see how she did it, because they took care to eliminate the possibility of signals, which commonly are employed by animal trainers. But as she grew older, Lady lost her psychic powers. A year afterwards she was advertised simply as "The Educated Horse," and by now she probably has declined to being mere horse and a pretty decrepit one at that. Rhine still feels, however, that Lady had something, and he thinks that ESP work should be done with animals.

Perhaps the most unusual work Rhine has ever done was the series of ESP experiments performed in 1934-35 with Mrs. Eileen Garrett, of London, probably one of the best-known and most reliable psychics in the world. Mrs. Garrett, in trance, apparently stops being Mrs.

Adam Linzmayer, Rhine's first psychic find, called symbols on 25 cards in a row correctly, a chance of one in 30 billion. Now a salesman in Locust, N. J., he has difficulty getting people to play cards with him because of his uncanny hunches.





Garrett and takes on the voice, manner and general personality of an "Arab" named "Uvani"—presumably her contact with the spirit world. Although in a normal state Mrs. Garrett was one of the most co-operative subjects Rhine ever had, in trance she obviously resisted the card-calling procedure. Rhine found almost no difference in the scores made by Mrs. Garrett and "Uvani"; both were strong in pure telepathy but weak in clairvoyance. In all, she made nearly 15,000 trials and her average score was 6.5. In comparison with some other scores mentioned, this does not seem high but on account of the very large number of tests, the chance factor is almost invisible. To express mathematically the odds against calling, an average of 6.5 in a total of 15,000 cards would require a figure with 50 digits. And in one run of 625 cards in pure telepathy, Mrs. Garrett scored an average of 13.4 hits—her chances were 1 in 10 raised to the 96th power, viz. 10 multiplied by 10 ninety-six times.

### ESP spreads from Duke

With his third book now on the presses and due for publication in less than a month, Dr. Rhine is understandably nervous these days. In part, *Extra-Sensory Perception After Sixty Years* presents a history of all ESP research since the founding of the English Society for Psychical Research in 1882, partly a reply to the critics who challenged the findings contained in *Extra-Sensory Perception* and *New Frontiers of the Mind*. Since 1937, Rhine has been tightening up his laboratory technique so that it would leave no room for complaint. Thus, he now has two observers present at every test, and practically all the experiments take place behind screens, under conditions that make it impossible for the subject to receive any clues or sensory impressions.

Currently the Parapsychology Laboratory is testing upwards of a hundred persons weekly, singly and en masse. It happens that there have been comparatively few high scores registered lately, but, in all tests, results run consistently and significantly above chance and that is enough for Dr. Rhine. He points out that even the low average of 5.2 hits registered recently in screened tests with 60,000 calls was virtually impossible by chance since the mathematical odds are 3,000,000 to 1 against it.

Meantime, ESP research has been taken up by dozens with conflicting results. Many experiments have been negative, while others have confirmed the Duke figures. One spectacular subject was Miss X, a decidedly neurotic young woman discovered by Dr. Bernard Reiss of Hunter College in New York. Skeptical about ESP, Reiss conducted a series of distance tests wherein he and the subject were in houses several blocks apart. In 84 runs Miss X scored an average of 16.7 hits, with a mathematical chance of 1 in 10 raised to the 50th power, a figure so huge that it would be incomprehensible to anyone except an astronomer.

While it is almost certain that *Extra-Sensory Perception After Sixty Years* will produce another tempest among the psychologists, it may be years before ESP is either accepted as a textbook commonplace or thrown out of science once and for all. A poll of psychologists was made in 1939 by a New York University professor, and out of 352 replies, only five accepted ESP as an established fact; 26 considered it "likely," and the rest demurred. So Rhine has plenty of crusading ahead of him.

In the meantime, he will shuttle between his modest laboratory and his modest home; will relax by listening to music; will perfect his foolproof, tamperproof invention for self-testing in ESP, will get around to investigating the more plausible phenomena of the more reliable mediums, and will go on telling the world that, without sight, sound, smell, touch or sense, the human mind can absorb information from other minds or from inanimate objects.

"Lady, The Mind-Reading Horse," who predicted Tunney would beat Dempsey, figured in Dr. Rhine's early research. Lady apparently went into trances and, by spelling out messages on alphabet blocks (below), made accurate predictions of the future.



## "LOOK! HERE'S A HANDY WAY TO GLOBE-TROT!"



HE: "Globe-trot my eye, that's just Southern California."

SHE: "Don't be such a stickler. Maybe the Taj Mahal and a few other things are missing, but the movies do find every kind of the world's scenery within a few miles of Hollywood."

HE: "So what?"

SHE: "So suddenly we're globe-trotters. Seeing something new and exciting every day. Getting out of the rut."

"Lying on a beach as smooth as Riviera sands. We're floating in cool Pacific surf. We're off to climb the Alpine peaks of the High Sierra, to see the Missions of Old Spain, to sleep under blankets nine nights out of ten."

"We're golfing on fairways as green as County Cork. We're at the broadcasts, fiestas, the mighty Symphonies under the Stars, the intimate supper clubs where celebrities come out at night. Yea, John, let's try Southern California this summer. Let's really have fun."

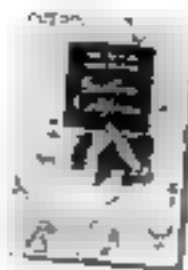
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 —Charles Dickens' "Old Curiosity Shop"

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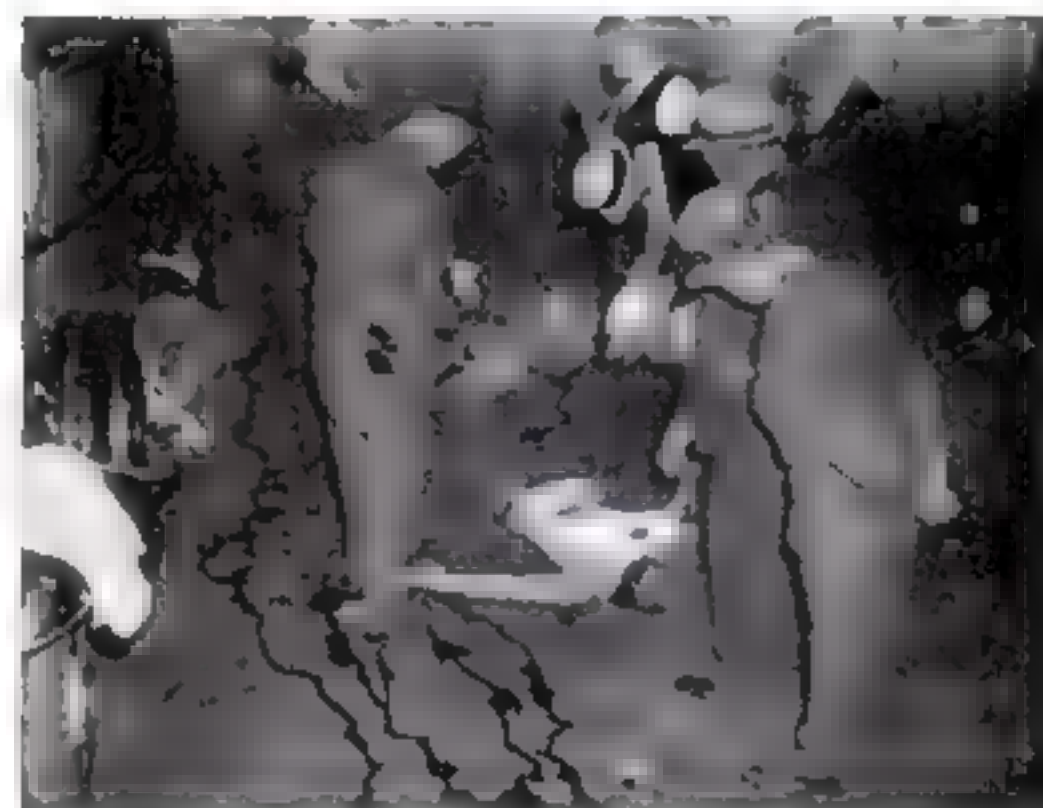
IRVING ASHKENAS MET DEATH AT AN UPSTATE RESORT



NORMAN REDWOOD WAS SHOT DOWN IN HIS OWN DRIVEWAY



IRVING FEINSTEIN WAS BURNED AND TOSSED IN A LOT



JOE AMBERG & MORRIS KESSLER WERE SHOT IN A GARAGE



JOE ("THE BOSS") MASSERIA WAS LEFT HOLDING AN AXE



SAM SILVERMAN WENT FOR A RIDE AND WAS RIDDLED



JOHN O'HARA WAS AN INNOCENT VICTIM OF GANG WAR



CHINK SHERMAN WAS SUNK IN A LIME PIT AT MONTICELLO





Indicted as Vice President, "Bugsy" Goldstein once complained because he was listed only as Public Enemy No. 8. He looks like Edward G. Robinson.

## The Strange Case of - MURDER INC.

Huge ring dealing in death for profit  
is cracked by new Brooklyn prosecutor

In Brooklyn last week there unfolded a horror tale, bigger and more odious than any ever imagined by detective dreamer or amateur of crime. During the Dry Era, death was a spectacular if unfortunate by-product of underworld enterprise. Liquor gangs and protection racketeers hired triggermen to dispose of competition. But murder was more a means than an end.

That it eventually became a big organized business was the conviction of Brooklyn's tough new District Attorney William O'Dwyer when he took office three months ago. Dipping deep into his ugly sprawling borough, he rounded up more than a score of blue-chinned gentlemen, who, less frightened of the law than of their friends, readily "sang" the story of Murder Inc.

Repeal of Prohibition and a high underworld death rate had left a little band of insensate killers fearfully potent in New York City. They were still quite young when they erased Dutch Schultz and the residue of his gang. Later they leased their talents to Lepke and Lucky Luciano for fat fees. Sometimes they simply beat their enemies or hurled acid in their eyes. Other times they sent men, hung with sash weights, to the bottom of upstate lakes. Tough boys from the slums were admitted to Murder Inc. in adolescence. But when they became too knowing, they were quickly killed.

As District Attorney O'Dwyer pressed his investigation, the corporate picture of Murder Inc. quickly expanded. By April 6, he had twelve of its officers under indictment, a score of others under suspicion, and clues linking them with at least 25 unsolved homicides. "Mr. Big," the president, was still at large but O'Dwyer was said to know him; a man more famed for politics than crime. For pictures of Murder Inc.'s finished product, see opposite page. For portraits of people rounded up in the O'Dwyer investigation of Murder Inc., turn the page.

Vice President Alie ("Kid Twist") Reles has been arrested 41 times. He once served a short term for beating to death a Negro garageman who annoyed him.



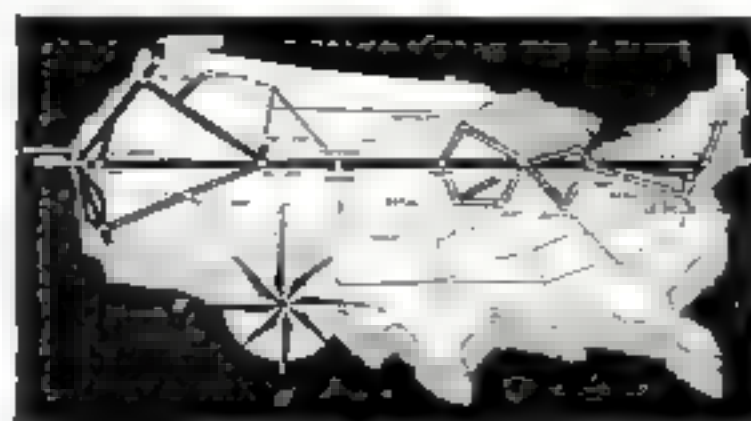
# UNITED FLIES HIGH...



where the air is smoother

Thousands of feet above the earth-bound farmer, busy at his spring plowing, the United Mainliner serenely sails the sky. She is gliding along at better than a 3-mile-a-minute clip; yet her engines (the most powerful on any transport plane) are using little more than half their available power. Inside

the luxuriously appointed cabin, the passengers are scarcely aware of any motion, any noise. Soon they will be at their destination... relaxed, rested, refreshed. Yes—"It Pays to Fly." And it's fun to fly UNITED. For reservations, call your travel agent, hotel, or the United office in your city.



**UNITED**  
AIR  **LINES**

YEAR ROUND... THE MAIN LINE AIRWAY



(continued)

## District Attorney O'Dwyer's portrait of Murder Inc.



**E**IGHT years ago, an entirely new type of window was presented to America's home builders. It was the Curtis Silentite "Insulated" Window!

Today, when a proud owner shows you around her new home, she'll point out its interesting features. Do you realize that many of those features are made possible by modern Silentite Windows?

A wide view, lots of sunlight, adequate cross ventilation, charming room decoration, cleaner drapes and walls, are some of the things these trouble-free windows contribute to today's homes. Silentite aids health—lowers upkeep by saving as much as 25% of the fuel bill.

Silentite—either double-hung or casement models—does what old-fashioned windows can't do. It operates easily; doesn't stick, rattle or jam, and it helps you decorate!

### REMODELING WITH SILENTITE

In present homes which lack charm, good light and proper ventilation, Silentite has an answer. It's surprisingly inexpensive to add new windows or replace old ones. Ask your Curtis dealer.

### GET COMPLETE INFORMATION

Let us send you a free book about modern trouble-free windows for modern homes. See for yourself how they can cut heating costs, add health and comfort to your home—whether it is new or old.

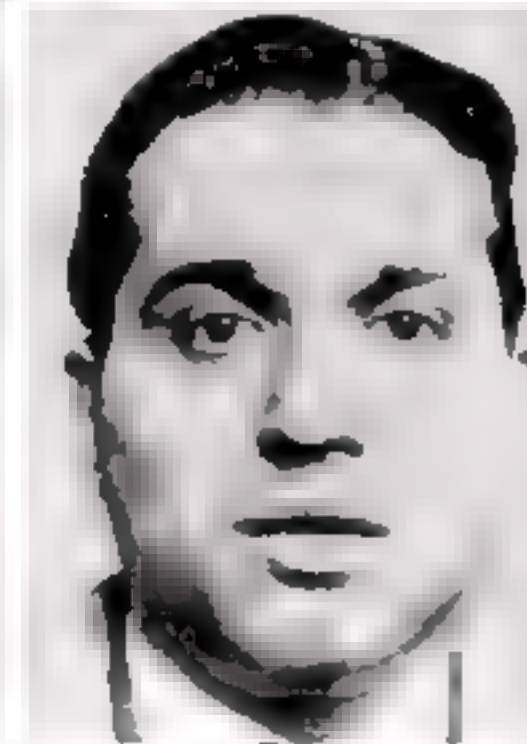
If you live in Canada, write to Edwards Curtis Limited, 991 Somerset Street West, Ottawa, Canada.



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Executive Vice President "Happy" Maione supervised production.



Executive Vice President "Pittsburgh Phil" Strauss assisted Relea.



"Squealer" Anthony Maffetore's confession revealed Murder Inc.



"Squealer" Abe ("Pretty") Levine confirmed the stories of Maffetore.



Contact Man Chas. Workman did Murder Inc.'s business with Lepke.



Contact Man Louis Capone was confidential adviser to "Mr. Big."

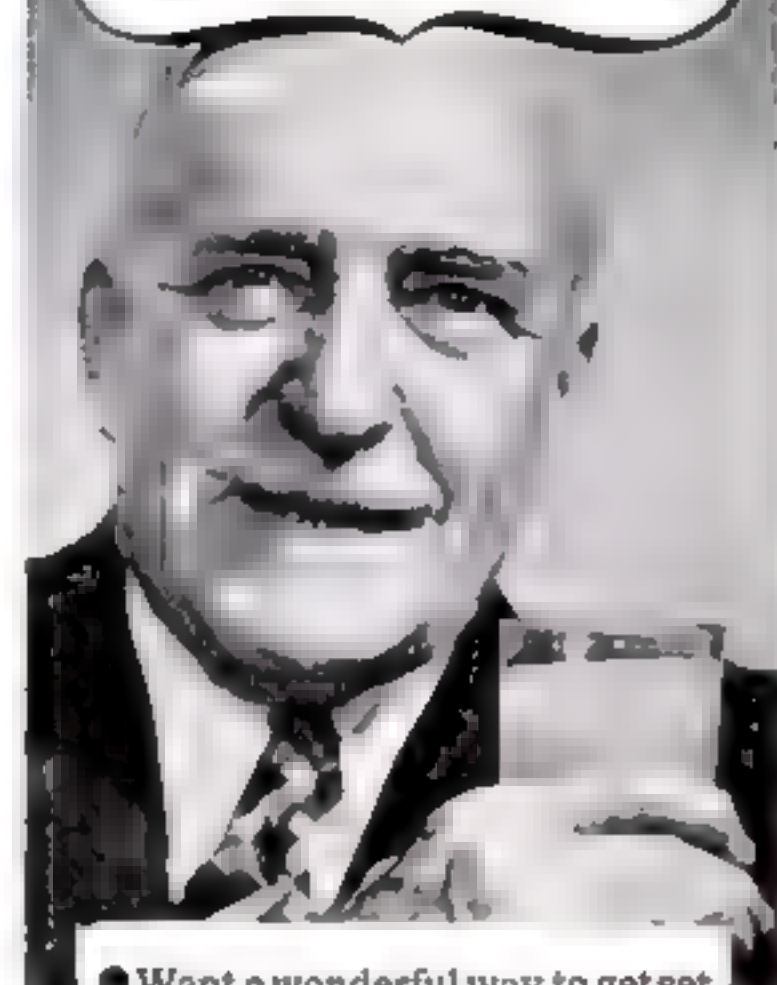


Production Man Jacob Drucker is charged with killing Irv Ashkenas.



Production Man Maxie Golob is charged with killing John Murtha.

"This is the juice  
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Want a wonderful way to get set for any meal? Try grapefruit juice—Florida grapefruit juice with the distinctive tangy taste that "wakes up" your mouth!

Want a grand bedtime nightcap? Try a tall, cool glass of the same—and wake up next morning feeling like a spring robin!

This juice is loaded with vitamins and minerals that help your body renew and rebuild itself.

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SHAVE THE WAY BARBERS  
DO—APPLY A BIT OF  
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No drag—no pull—  
soothing comfort!

Try the new shaving trick used by scores of barbers. Just apply a little medicated Noxzema before lathering or use it alone as a latherless shave. See how it soothes and protects sensitive skin—how smoothly your razor glides through the toughest whiskers. And notice how cool and comfortable your skin feels—no after-shave irritation!



Treat yourself to a Noxzema Shave today. For a limited time you can get a generous 25¢ trial jar of Noxzema for only 19¢ at any drug or department store.

25¢ TRIAL JAR 19¢





**Bodyguard Seymour ("Blue Jaw")**  
Mugshot protected V. P. Goldstein.



**Production Man Frank Abbando**  
do is charged with two murders.



**Production Man "Big Gang" Cohen**  
hen preferred ice picks to guns.



**Production Man Albert Tannenbaum**  
is indicted for two murders.



**Legal Aid Consultant Abraham Frosch**  
was "fixer" for Murder Inc.



**Legal Aid Consultant Lena Frosch**  
helped find bail for unlucky lads.



**Transport Director Oscar ("Poet") Freidman**  
got rid of murder cars.



**Ordnance Director Lazarus Black**  
supplied staff with guns & bullets.

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**PALM-SIZE**  
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ONLY  
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**FAMILY** life is abundant with happy scenes. Vacations, weddings, graduations, baby's first step, baby's first tooth—these are the moments worth preserving. Get a Filmo Movie Camera. Begin your priceless movie record now.

**It's Easy!** With a Filmo, you get fine movies from the start. For Filmos are made by the makers of Hollywood's professional movie equipment. Just press a button, and *what you see, you get . . .* in color or black-and-white, indoors and out, even in slow motion!



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A movie camera of matchless beauty and precision. "Shooting" with pre-threaded 16 mm. film magazines. Permits mid-reel changes from color to black-and-white film. With F 2.7 lens, \$115. Other models to \$1155.

**It's Inexpensive!** Palm-size Filmo 8 makes newsreel-length scenes at snapshot cost! With four speeds, device for animating cartoons, and provision for adding accessories as your skill grows, Filmo is a basic camera that will meet your present and future needs. From only \$49.50. Easy terms. Bell & Howell Company, Chicago; New York; Hollywood; London. Established 1907.

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The Buckeye State Shows open the season in Laurel, Miss. Concessions at left foreground is a Bingo game. The Ferris

## *Life goes to a Country Carnival*

**Buckeye State Shows begin the  
1940 season at Laurel, Miss.**

Through all the South last week big drums were beating. Travelers were teasing their friends and baby-sitters were hocking the first house notes of spring. Up from Sarasota rumbled the circus. Out from winter quarters rolled the 300 carnivals that cover America's hinterland from April to October, luring people from the movies with the exotic appeal of fish games, Ferris wheels and frog-starts.

On these pages you see the 1940 premiere of the Buckeye State Shows at Laurel, Miss., the first carnivals. Buckeye State is an aggregation of independent concessions and managers of town fairs. It is a "Caly Show" that transported plays each town six days, must gross \$2,000 weekly to break even. One of its attractions is Mary Matthews, 14, who is growing up to be a tattooed lady. On her 12-year father has tattooed chest wearing the crown of thorns and on her left arm the Crucifixion.





Wheel is 20 years old, takes two hours to set up, grosses \$25-\$200 a day. Carnival management supplies electricity free to all its concessionaires. At Laurel, 2,000 people attend nightly.



**Bally man** Billy King and his trained dog do a balancing act in front of a side show. In private life he is the Headless Girl's husband. Below—performers drum up trade for a "Couch Show."



**Headless Girl** wears a tiara of mirrors which hides her head, deceptively reflects walls of tent. The machinery—old auto parts and a compression motor—supposedly keeps her functioning.





## The Admiral ordered me to marry you!

1. Dear Janet: You are about to join the Navy! You can't back out, for "Orders is orders"! You see, one night I finished the First Watch on the bridge, (midnight to you, lovely land-lubber) and went below for a mug of coffee.



Copyright 1940, General Foods Corp.



2. "How can I concentrate on battle problems," growled a voice, "with that coffee aroma coming into my cabin?" "Don't try," I laughed, "Let the Admiral make the mistakes! You relax, and have a cup!"



3. I heard a sputtering, and there stood the Admiral himself! "Confound it!" he bel-lowed. "There's one mistake I never make ... and that's drinking coffee at night! Caffein in the stuff keeps me awake!"



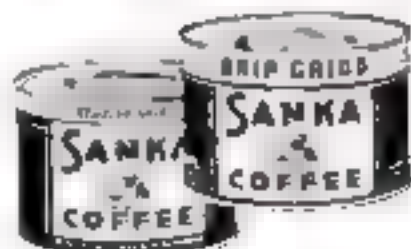
4. "I love coffee, too!" he added. "This is Sanka Coffee, sir!" I insisted. "97% caffeine-free ... and can't keep you awake!" He tried a cup. "Delicious! But if I don't sleep ... it's transport duty for you!"



5. Next day he sent for me. "Slept like a midshipman!" he beamed. "Where did you learn about Sanka Coffee?" "My girl told me, sir," I confessed. "Clever girl!" he nodded. "Marry her, lieutenant ... at once!"



6. When I told him the Council on Foods of the American Medical Association says: "Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden," he gave me a month's leave. So get ready to obey orders!



## SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

Sanka comes in "regular" as well as the popular, new "drip" grind so you can have just the right grind for your favorite method.

TUNE IN "WE, THE PEOPLE"...laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia network—9 o'clock E.S.T. and P.S.T., 8 C.S.T., and 7 M.S.T.

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## Country Carnival (continued)



"The Tree-Climbing Pygmy" helps drive tent pegs when the show reaches Canton, Miss. At night he is luridly painted and exhibited in a side show with his wife.



"The Mouse Game" attracts nickels of sportsmen who bet on which hole mouse will enter. Mice soon learn there is nothing edible down any hole and must be replaced.

CONTINUED ON PAGE 102



Imagine a delicious breakfast for 25c, luncheon for 50c, dinner for 50c!



Here's the very spirit of happy economy travel on the Santa Fe Scout and one of its most delightful bread-saving features: delicious Fred Harvey dining car meals for only 25c a day!



# scout

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Let's talk Scout fares first. You can't obtain lower rail fares on any other transcontinental road or train!

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Scout meals? They're delightful, generous, served by Fred Harvey. Seven regular meals on the Scout, between Chicago and Los Angeles, need cost you but \$2.05! Special children's menus, too.

Scout patrons write constantly of their appreciation of the alert helpfulness of the Courier-Nurse; the friendly courtesy of the train crew; the cheery special car for women and children, and the air-conditioned comfort of this popular train.

The natural color photos shown here will tell you the story of the daily Scout like nothing else can—and enable you to

see for yourself why this fine, swift Santa Fe train can give you so much for so little on your transcontinental journey this summer.

### Grand Canyon • Yosemite Park Golden Gate Exposition

Santa Fe is the only railroad entering Grand Canyon National Park. So be sure to spend a day or so enjoying the indescribable grandeur of this year-round wonderland when you travel to or from California on the Scout.

Then, too, via Santa Fe, you can easily include in your western trip the sunny beaches of Southern California; Yosemite's majestic waterfalls, lakes, and big trees in the high Sierras; and San Francisco's beautiful Golden Gate Exposition, opening May 25th, 1910.

- If you buy a California round-trip ticket via Santa Fe both ways from Chicago or other Eastern points, you may include San Diego, Los Angeles and San Francisco at no extra ticket cost!

## The train to California

... gives you more for a little!



The trimly uniformed courier nurse on the Scout gives mothers a helping hand with their babies and children, and assists all other passengers requiring her free and friendly service.



There's comfort and beauty in the Scout's gleaming stainless steel chair cars, with their deeply cushioned adjustable seats, individual lights, broad windows, spacious dressing rooms.



Sleep tight, the man, in your snowy Scout bed, while the long miles slip smoothly away! In Scout sleeping cars, rail fares and berth charges are only about half those in Pullmans!



The Scout's modern lounge car, with its beautiful cocktail bar, is for the especial pleasure of sleeping car passengers.

And here's Santa Fe's famous day-saving dollar-saving streamliner

## The Captain

### The West's only all-chair-car transcontinental streamliner

This gay economy stainless steel flyer, carrying ultra-modern chair cars, Fred Harvey diner, and lounge car, whisks between Chicago and Los Angeles in just 40 1/2 hours! One-way fare, only \$49.50, plus \$5 extra fare; round-trip \$65, plus \$10 extra fare. • Mail coupon for free booklet



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Please send me free the new Scout booklet containing natural color

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Step into the bar of any of the world's great hotels and see what happens when you order a Martini. It makes no difference where you go . . . from the Savoy in London all the way to Phair's Hotel in Melbourne on the other side of the earth . . . the chances are always very, very good that they'll make your Martini with Gilbey's Gin! For nearly a century, you see, Gilbey's

has ranked as one of the world's *great*, international gins.

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## Country Carnival (continued)



Mr. and Mrs. Joe Galler run a bath in sunken tub of their trailer. The water is sun-heated. Galler, owner-manager of the show, is a teetotaler, a non-sweater.



Farmer's daughter ran away from home, wed a "carnie." She works a bull game.



The Headless Girl, here reemphated, is Tonia King, 20, from Manatee, Mich.



On Sunday morning the carnival moves on. Here Buckeye State hops from Laurel to Canton, 181 miles. This show has 28 trucks. The principals own cars and trailers.

## THE Taylor-Made SHOE



*Tandem*  
Brogues

O-SO-EZ-E  
STYLES  
\$ **6** <sup>95</sup>  
AND UP

Both styles in  
Genuine Buckskin  
with rich Brown trim

### PROOF—THAT CUSTOM CHARACTER NEED NOT BE EXPENSIVE

—and, there's more than meets the eye, such as Taylor's exclusive O-So-Ez-E Innersoles—giving you instant and permanent comfort.

Next time, say "Taylor-Made"—a great name in shoes.

From \$5.00 up—they'll make you ask "Why pay more?"

Write the makers—E. E. TAYLOR CORP., 275 Congress St., Boston  
for name of dealer in your community and folder showing other styles.

EARLY AMERICAN  
*Old Spice*  
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### A TANGY REFRESHANT

PERFECT pick-up for freshly-shavenskins—soothing, invigorating as an ocean breeze. A superlative after-shave lotion scientifically compounded, and scented with Old Spice. The sturdy container is decorated with a reproduction of the Grand Turk, a gallant trading ship that sailed the seas in Early American days. Old Spice After-Shave Lotion, Shave Soap (in Pottery Mug), Talcum, Bath Soap and Cologne can be purchased singly or in sets, up to \$5.00.

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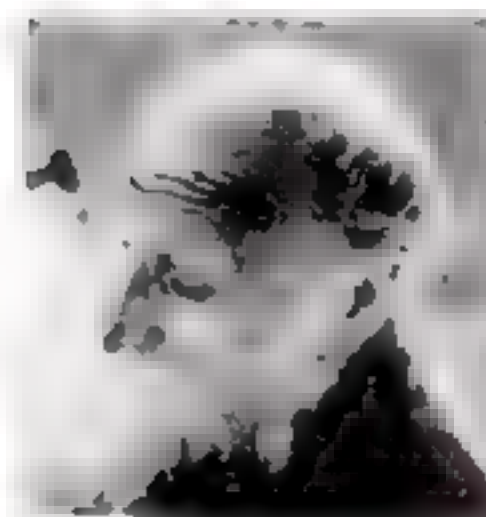
\*Trade Mark Reg. U. S. Pat. Off. by SHULTON, INC., ROCKEFELLER CENTER, 530 FIFTH AVENUE, NEW YORK





# MAILLOL

Grand old man of sculpture reveals the pagan simplicity of his famous nudes in a new book



ARISTIDE MAILLOL

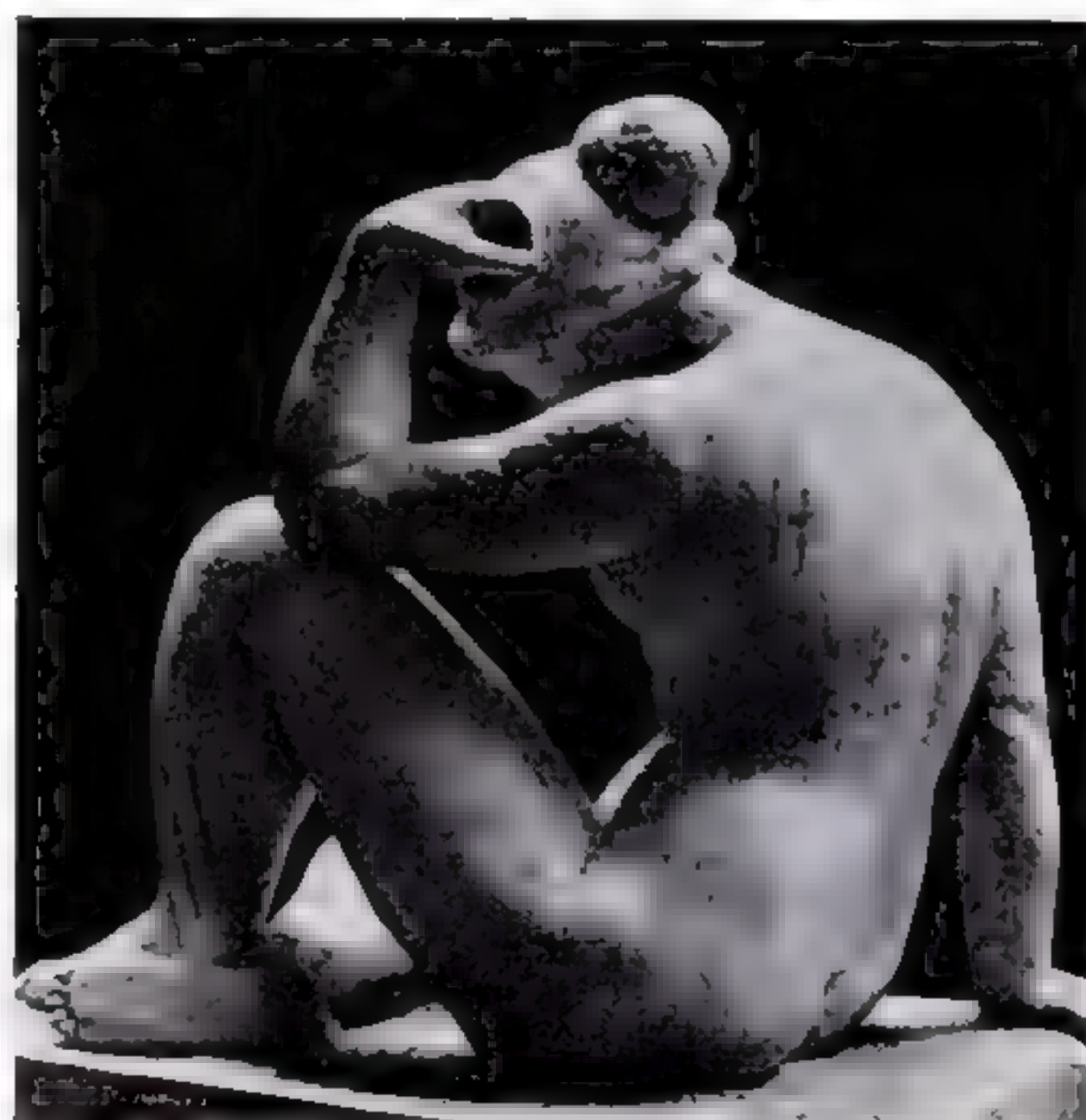
If all the statues of Aristide Maillol came to life around him, he would have more loves than the Greek god Zeus. For 40 years, France's Maillol has been shaping women out of wood and stone. Today at 79, he ranks as one of the greatest living sculptors. A recent book called *Maillol* (Hyperion Press, \$1.50) presented a splendid survey of his work, from which LIFE reproduces the examples shown here.

The pagan vigor of Maillol's sculpture is in keeping with his life. He was born among rich vineyards at Banyuls on the coast of France near Spain. His gigantic father was a fisherman and smuggler. As a young man, Maillol studied in Paris. There he was strongly influenced by Paul Gauguin, whose paintings of South Sea Island girls had a primitive grace to which Maillol instinctively warmed. He soon returned to his family's big pink house by the sea in Banyuls, where he still lives today.

Not satisfied with painting, Maillol took to designing tapestries. He set up looms in his studio and employed six sturdy peasant girls to weave for him. At 34, he married one of them. But life really began at 40 for him when he was idly carving a woman from a piece of wood. He decided that to be a sculptor.

Maillol's first trip to Greece was like a homecoming. He was so intoxicated by a statue on the Acropolis that he had to be restrained from embracing her. In his own sculpture he produces a classic effect by breaking off arms and legs. He often makes extra casts of his works so he can experiment with amputation.

Maillol's nudes are sensuous but serene. Even his small statues like *Little Bather Standing* (left) have a monumental dignity. They belong to an era, says one art expert, before Eve developed a sense of guilt in Paradise. Andre Gide, noted French author, says similarly of his statue *The Mediterranean Bather*: "No thought disturbs it and no passion troubles those strong breasts."



THIS IS A BACK VIEW OF A SUPERB MAILLOL WOMAN "THE MEDITERRANEAN"





"TORSO OF A YOUNG WOMAN" SHOWS MAILLOL'S LOVE FOR LIMBLESS NUDES



FRONT VIEW OF "THE MEDITERRANEAN" REVEALS HER MONUMENTAL REPOSE

CONTINUED ON NEXT PAGE



**Before the Premiere:** Miss Nancy Calhoun, charming debutante daughter of Mrs. Andrew Calhoun, entertains at "Tryggvason" the spacious family mansion on lovely 441 Pace's Ferry Road. At right leaving for Atlanta's "Gone With the Wind" Ball.

*Charming Southern Belle*

**WE INTERVIEWED MISS CALHOUN**

**QUESTION:** So many Georgia girls have "peaches-and-cream" complexions, Miss Calhoun. How do they do it? It's easy to see you have the answer!

**ANSWER:** Well, really I'd say Pond's 2 Creams are the answer—at least for me! Morning and evening I cleanse my skin carefully with Pond's Cold Cream to make sure every trace of make-up is removed. And before putting on fresh powder I always spread on a light film of Pond's Vanishing Cream."

**QUESTION:** Do these two Creams do anything else for your skin?

**ANSWER:** "Yes, much more. You see besides cleansing, regular use of the Cold Cream softens my skin and brings a warm glow, and the Vanishing Cream helps protect it against weather-smooths little roughnesses right away, too!"



**—BOTH ARE SOUTHERN BEAUTIES—AND BOTH HELP KEEP THEIR SKIN LOVELY WITH POND'S**

*Clever Young Columnist*

**Susan Jones Medlock**, bright young reporter, originated the Atlanta Journal column called "Peachtree Parade" in which she reveals society's doings. (Above right) In a box at the ball she gathers highlights for her column.



**WE TALKED WITH SUSAN MEDLOCK**

**QUESTION:** Isn't it a tough beauty assignment to hurry straight from a newspaper office looking fresh enough to "cover" a society party?

**ANSWER:** "No, because I always keep jars of the 2 Pond's Creams right in my desk—ready to freshen up my complexion in a jiffy. Pond's Cold Cream is just perfect for a thorough, easy cleansing. It leaves my skin feeling so sweet and clean—and soft! Then, before make-up, I use Pond's Vanishing Cream."

**QUESTION:** Do you mean you get a quicker and better effect with your make-up when you use both Pond's Creams?

**ANSWER:** "My, yes, and I'll tell you why. Pond's Cold Cream cleanses and softens my skin. Pond's Vanishing Cream is a different kind of cream—it's a non-greasy powder base that takes make-up smoothly—keeps it mighty nice for hours."



**SEND FOR TRIAL BEAUTY KIT**

POND'S, Dept. 21CV-D2, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquefying Cream (quicker-melting cleansing cream), and 3 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## Arthur Murray's Glamour Waltz Glides In



Successor to the Lambeth Walk, Arthur Murray's new Glamour Waltz takes far less energy, and is truly more graceful. Of all his instructors, Mr. Murray picks Jane Macdonald to exhibit his new waltz. Miss Macdonald keeps her A-plus figure lovely with a Munsingwear "Foundette."



Ping-pong...played hard and fast as a champion's game...is Miss Macdonald's relaxation. Only in a "Foundette" does she get pin-point freedom together with controlled support. Only Munsingwear's experienced knitters have perfected the formula for that combination in a foundation garment!

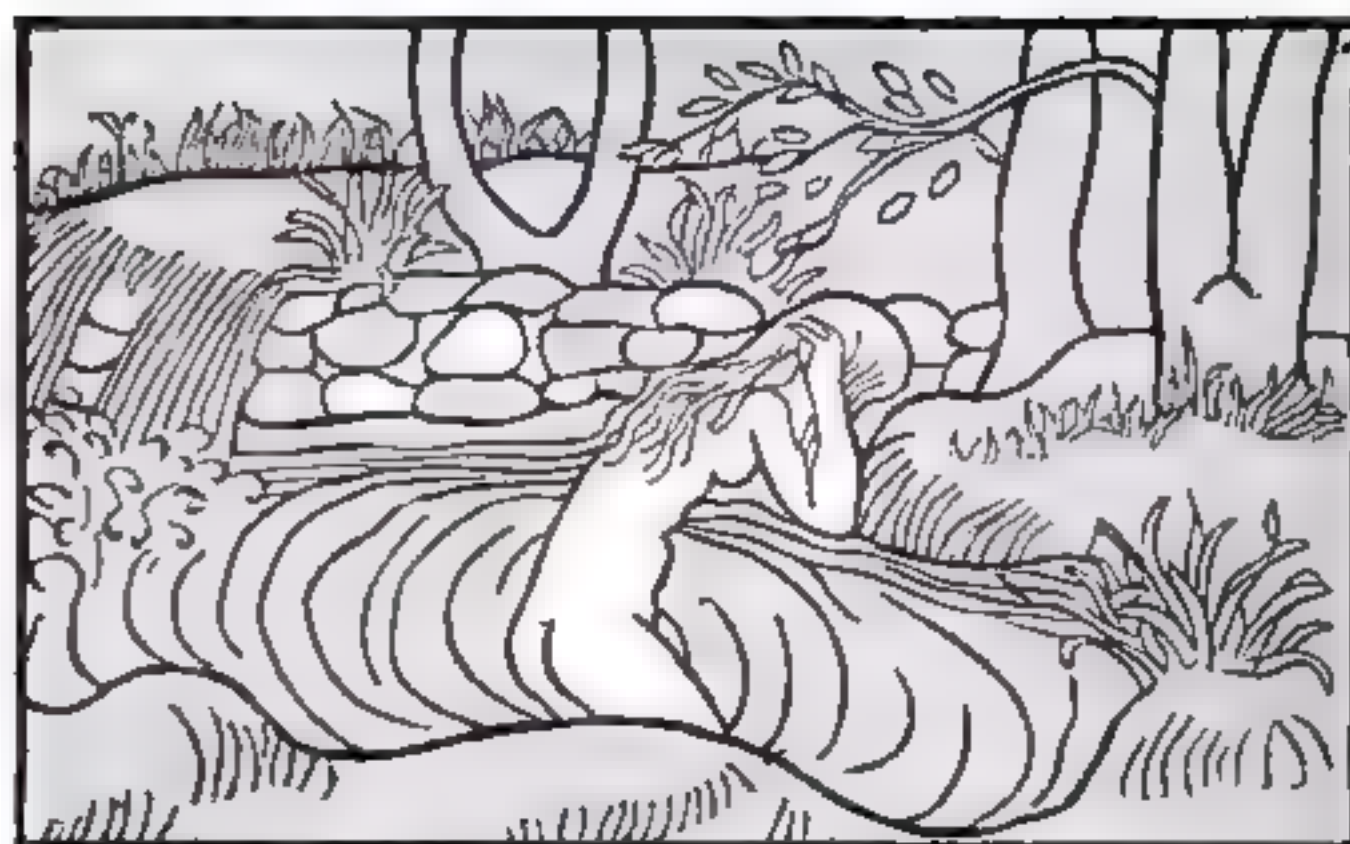


What turns the trick? It's Munsingwear's 3-Way Control: (1) Roundabout Stretch for molding, (2) Vertical Stretch for freedom, (3) Posture Control for minimizing figure-faults. "Foundette" full-lengths, pantie-girdles, girdles...knit or woven with "Lastex" yarn. At better stores.

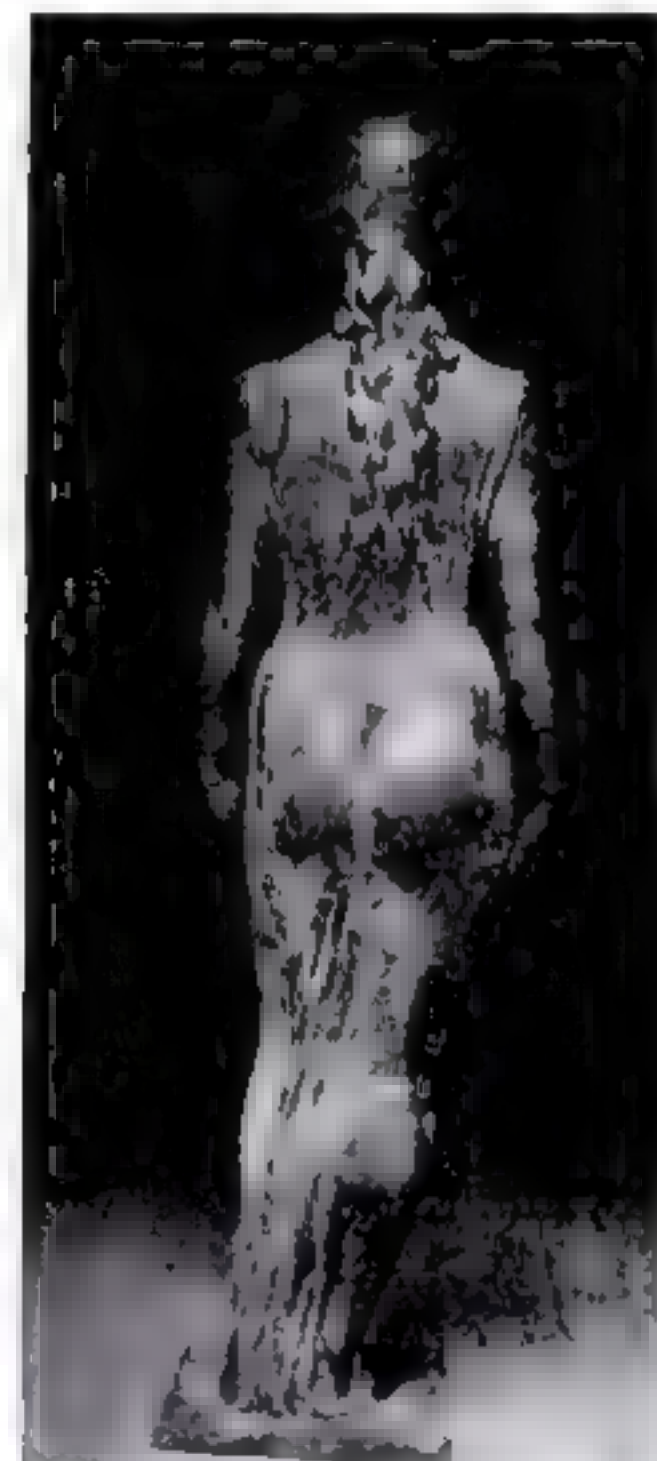
\*Reg. U. S. Pat. Off.  
Manufactured by Best & Co.

Munsingwear, Inc., Minneapolis, New York, Chicago

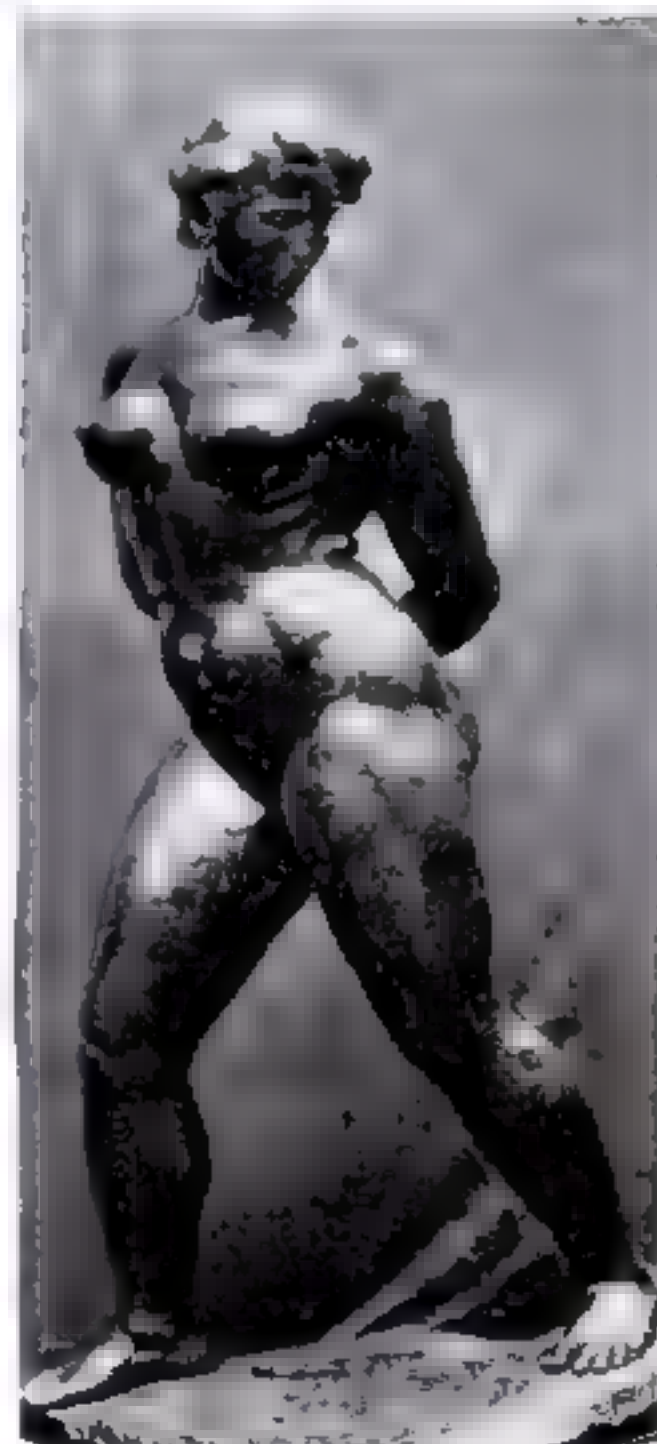
Maillof (continued)



Chloe taking a dip is depicted here in a wood engraving by Maillof. It illustrates the famous love story, *Daphnis and Chloe*, by Longus, Greek poet of 3rd Century.

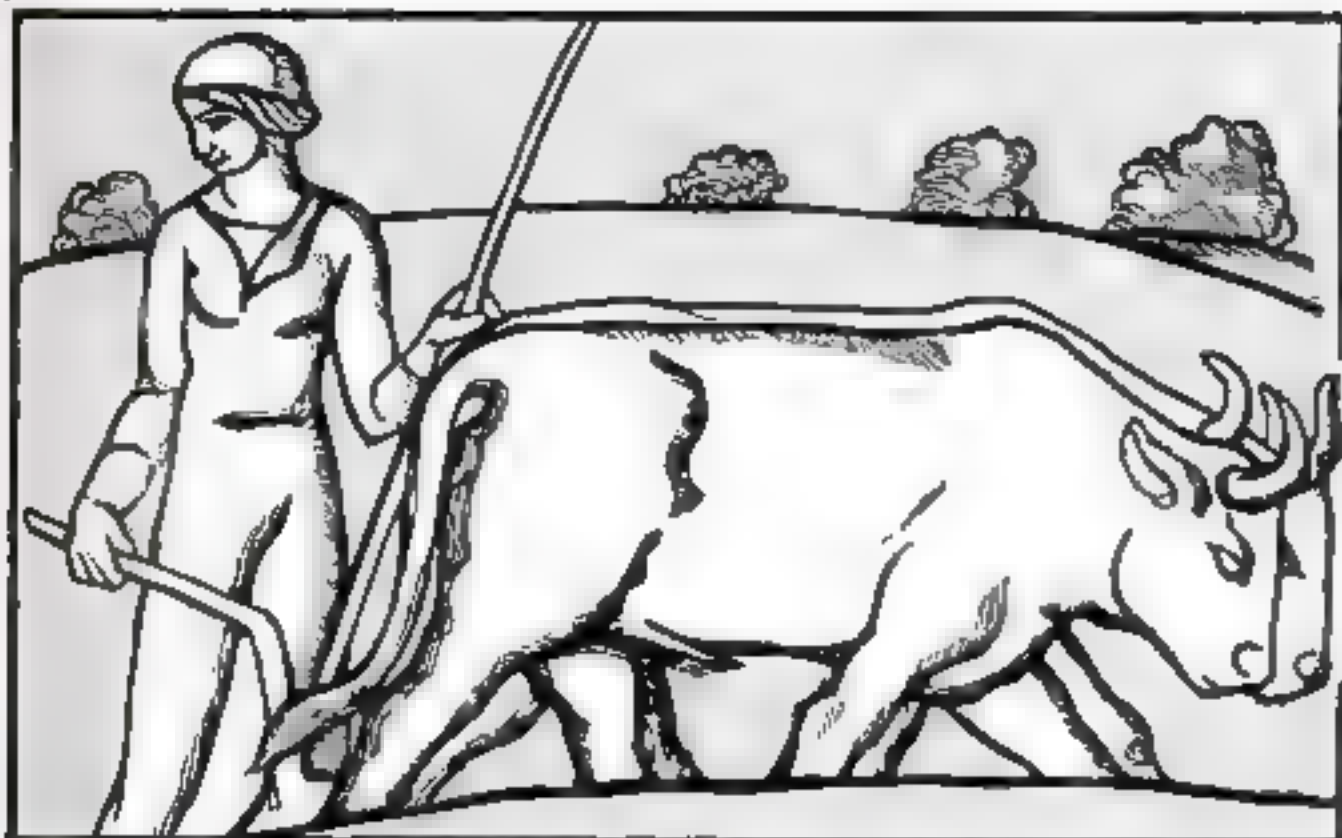


HERE ARE TWO SHOTS OF "FLORA" WHO IS A RARITY BECAUSE SHE IS GLAD



TWO VIEWS OF "ACTION IN CHAINS" SHOW A WOMAN WITH SHAKLED HANDS





For Virgil's "Georgics," Maillol made this wood engraving of a plowboy with oxen. Written about 30 B.C., the *Georgics* are Latin poems in praise of country life.



"TORSO OF A GIRL" TYPESIFIES MAILLOL'S MORE DELICATE CURRENT WORK



*Going places!*

● Black & White has had a busy and a happy life ever since the famous blend was created generations ago. And it's still going places! For this great Scotch has an inviting personality...a Character that people welcome and appreciate all over the world. And it's a Character you cannot mistake. You taste it in the magnificent flavor. You sense it in the subtle bouquet. And because Black & White gets around, you'll find it wherever you go. Just ask for it.



**EIGHT  
YEARS OLD**

**"BLACK & WHITE"**

BLEND OF SCOTCH WHISKY • 86.3 PROOF

*The Scotch with Character*

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# What a user thinks of his new ROTO-SHAVER

IMPORTANT—Name, address and number of razor must be registered with us for this warranty to be effective.  
PLEASE FILL IN AND MAIL THIS BLANK TO US. NO POSTAGE OR STATIONERY NEEDED.

How do you like your ROTO-SHAVER?

*Have tried many kinds of electric shavers, but yours is the best. It really shaves easily and quickly. I wouldn't part with it for \$50.00. If I couldn't get another.*

Name *Chet Miller*  
Street *507 Theatre*  
City *Merling, State Colo*

This enthusiastic comment—typical of hundreds received—is a purely voluntary expression of the new user's satisfaction with his ROTO-SHAVER.



Showing 4 razor-sharp blades which revolve at tremendous speed against flat steel guard. 800 holes in guard (only .001" thick) allow blades to shave (not clip) off whiskers closer and faster.

**A Razor-Sharp  
Blades enable  
this remarkable  
head to SHAVE  
(not "clip") closer  
and cleaner!**

**WHY** not join the enthusiastic users who have found Roto-Shaver the means to quicker, smoother shaves?

Roto-Shaver—a radically new-type electric razor—does not "clip" with the shearing action of most ordinary electric razors. Driven by a powerful rotary motor, its four razor-sharp blades revolve at a tremendous speed against a smooth protecting head. Your whiskers are shaved off—closely, cleanly—right at the skin line. Roto-Shaver is one razor which cannot cut or pinch the skin.

We can tell you much about Roto-Shaver's perfect action, but why not try it for yourself? Test Roto-Shaver at your dealer's today.\* See how smooth and clean this remarkable new instrument leaves your face.

Makers of fine shaving products for over 100 years, The J. B. Williams Company is proud to offer Roto-Shaver to every man in America.

\*If your dealer cannot supply you, send name, address and check directly to The J. B. Williams Co., Glastonbury, Conn. They will forward you a razor postpaid free anywhere in the U.S.



Look for the  
Williams  
(J.B. Williams Co.)

\$13.75  
In U.S.A.

## PICTURES TO THE EDITORS



APPENDECTOMY WAS BROADCAST THROUGH MIKE NEAR OPERATING TABLE

### STITCH BY STITCH

Nixon

First person ever to start talking to his friends about his operation before it was even over was Louis G. Cameron, unemployed mariner of Seattle. Cameron was the leading player of the first radio broadcast in history of an actual operation.

The broadcast, which took place in the operating room of Kings County Harborview Hospital in Seattle, where Cameron was having an appendectomy, was presented under the auspices of the Washington State Medical Association.

Dr. Edwin Nixon gave a cut-by-cut and stitch-by-stitch description of the operation (above). The operation fitted the prepared radio script to the last stitch, the surgeon making the final suture right on the dot as the half-hour program over station KOL signed off.

At the end, Dr. Nixon turned the mike over to the patient (below). "Would you like to say hello?" asked Nixon. Said Cameron: "Hello, everybody. . . . No pain at all. . . . I want to thank you. . . doctors and nurses, for all you've done."

BYRON FISH

Seattle, Wash.



AS OPERATION ENDED, PATIENT SAID "HELLO, EVERYBODY" OVER MIKE

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## When You Feel Fagged Out Be Wise — TAKE Alka-Seltzer

Everybody gets "fagged out" occasionally. It may be at the end of a hard tedious day—or in the morning after a restless night. When this happens to you, relax and take Alka-Seltzer and see how quickly it picks you up.

Always keep a supply in your home and where you work—be prepared to get quick relief from muscular fatigue. Ask your druggist for Alka-Seltzer.



**MEND IT!** LEAVES AN INVISIBLE JOINT, GUARANTEED TO STAND BOILING WATER! 10¢  
TESTOR CEMENT CO., ROCKFORD, ILL.

## No Trouble TO KILL ROACHES

Baited with special food that roaches crave, Gator Roach Hives lure roaches to certain death. Ready, easy to use. Clean. No odor. Not messy. Guaranteed. Thrifty 15c and 35c packages. Sold by grocery, drug, department, hardware stores. If your store has none, send 50c for package both sizes. DeSoto Chemical Company, 14 Way St. Arcadia, Fla.

### GATOR ROACH HIVES

To get rid of rats and mice use the new method. Gator Two-Way Rat Killer. 25c pkg.

## FEET HURT?

QUICK RELIEF FOR TIRED, BURNING, TENDER, ITCHY, PERSPIRING FEET. SOFTENS CORNS AND CALLOUSES. \*AT ALL DRUGGISTS SINCE 1870\*

### JOHNSON'S FOOT SOAP

SOAP, TONIC AND BRAN

## Moto-Mower

POWER LAWN MOWERS

FROM \$89.00 UP

The Moto-Mower line of 10 models provides an outstanding power lawn-mower for every need and pocketbook. Many exclusive features.

SEND FOR CATALOG TODAY

THE MOTO-MOWER COMPANY

4605 WOODWARD AVE., DETROIT, MICHIGAN

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

THE NATION'S CHOICE  
for 22 YEARS






**S**

*It means the best*

Like sterling on silverware, Smith on shoes is your assurance that there are no better shoes to be had in their respective grades. Regardless of what price you choose to pay you can enjoy the quality, fit and comfort of a Smith Shoe.



Flex-Crafting, developed by and exclusive with us, has resulted in flexibility never before possible. Come in—slip on a pair of Smith Shoes and feel the difference. At \$7.50, \$8.95, \$10.75, and more.

Send for New Spring Style Book


**Smith SHOES**

You Can't Wear Out Their Looks

J. S. SMITH SHOE COMPANY • CHICAGO

**WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL**

—And You'll Jump Out of Bed in the Morning Rarin' to Go



The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk.

It takes those good, old Carter's Little Liver Pills to get these two pints of bile flowing freely to make you feel "up and up." Amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 10¢ and 25¢. Stubbornly refuse anything else.

**NAIL CLIP for BUSY MEN!**

Closes to fit vest pocket. Extra leverage, keen edges. Clips nails easily, cleanly. Leaves nails smooth. High-carbon steel, hardened and tempered. At drug, cigar and toy stores. Demand WIGDER.



10¢

MADE IN U.S.A.

**Wigder** quality costs no more

NEWARK, NEW JERSEY

NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

**ITCH!**

Check the maddening itch of eczema, minor rashes and rectal irritation by bathing with non-irritant soap and applying bland, comforting Resinol

**RESINOL OINTMENT AND SOAP**

**PICTURES TO THE EDITORS**

(continued)

**MUGGER**

Sirs:

I think you will agree with me that our little one-year-old daughter Joyce is certainly able to run the gamut of emotions from "A to Zowie!"

This sequence of pictures, all of the same cry, were taken one day by Daddy with his Leica, while I tried scolding Joyce with "No, no, no!" It was all to no avail. Joyce ended up, with tears running down her cheeks, howling to high heaven.

MRS. ROY S. FARMER  
Los Angeles, Calif.



BABY JOYCE, AGE 1, STARTS TO POUT



SHE OPENS HER MOUTH AND BAWLS



AMID SCREAMS, SHE BEGINS TO CRY



SHE ENDS UP CRYING HER LUNGS OUT

**FREEDOM for Secretaries!**

New features save you time and energy..



THIS NEW Automatic Margin Set enables secretaries to set both left and right margin stops quickly, conveniently and positively. Note that setting of both stops is controlled by a single lever. Phone any L C Smith representative for free demonstration of this and other features making for speed and operating economy.

**SEND FOR FREE TYPING TIPS**

New edition of "Tips to Typists." Useful little booklet of time-saving ideas on typing. Also explains special L C Smith features. Mail coupon.



THE NEW *Super-Speed*  
**L C SMITH**  
... new freedom for secretaries

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171 Almond Street, Syracuse, N. Y.

Maybe some of your "Tips to Typists" would be new to me. Please send free copy.

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City \_\_\_\_\_ State \_\_\_\_\_

**"MIDSECTION SAG"**



STEALS PER-  
SPOILS YOUR  
APPEARANCE

GET MORE *DRIVE*  
BRACE UP WITH  
THE *Bracer*

**BEFORE**



**AFTER**



DON'T LET "Mid-Section Sag" get you down. No man can feel his best with a sagging waistline and tired, aching back. No man can look his best with bulging stomach muscles and stooping shoulders.

It's easy to get more drive. Just Brace up with The Bracer! You'll be amazed at the difference it makes—delighted with your improved appearance—your new reserve of energy.

For this exclusive Bauer & Black supporter belt is designed to support sagging stomach muscles, help improve posture.

And only The Bracer gives you all these features: No Rip—seams cannot pull out. No Roll—four removable ribs at top. No Bulge—knit from two-way stretch "Lastex" yarn. No Bother—convenient fly-front.

Brace up with The Bracer! At department, drug, men's apparel, sporting goods stores, and surgical supply houses. If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75).

**BAUER & BLACK, Division of The Kendall Co.**  
Dept. D-7, 2500 So. Dearborn St., Chicago, Ill.  
(In Canada, Station K, Toronto.)

I am enclosing check or money order for.....

Please send me.....Bracers.

My waist measurement is.....

Name.....

Address.....

City.....State.....

My dealer's name and address is.....



# KNOCKED OUT By His Own Truck!



**THEY RUMBLE THROUGH THE NIGHT**...rolling thirty and forty tons of freight over roads clouded by fog, clogged with traffic. They are the long-distance truck drivers. They get tired! For 28 days, 12 of them drank Knox Gelatine. What happened?



**91% SHAKE OFF TIREDNESS.** On the 28th day, these astounding results came to light. Every one of the 11 men completing the test definitely noticed tiredness cut down! For 7, there was a great improvement...much more stamina.



**91% TO CONTINUE KNOX.** Two weeks later, 9 of the 11 truck drivers were still drinking Knox...and definitely continuing. 2 more had stopped temporarily...they still had pick-up from the original test, but they were both going to start again!



**92% WOMEN LESS TIRED.** Of more than 100 women in all types of work who completed the Knox test, 9 out of 10 said Knox gave them new energy! Scientific tests also prove Knox frequently more than doubles endurance for women as well as men.



**TIRED? DRINK KNOX!** Build up your endurance this simple way. First 2 weeks: drink 4 envelopes of Knox Gelatine daily...two in morning, two at night. Second 2 weeks: drink 2 envelopes...one in morning, one at night. After that, drink as required.

**THE SECRET** is to drink Knox Gelatine regularly. And don't forget. Cost? Little more than a pack of cigarettes a day.

Be sure to drink plain, unflavored Knox Gelatine (U.S.P.)...the same gelatine used for over 50 years for desserts and salads. Knox is the only gelatine proved to increase endurance. Each dose sealed in sanitary envelope, protected until you use it. Buy the

regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write Knox. Also send for Bulletin E, Knox Gelatine, Johnstown, N. Y., Dept. 71.

**HOW TO DRINK KNOX:** Empty 1 envelope (1/4 pkg.) Knox Gelatine in glass 1/2 full of water or of fruit juice, not iced. Let the liquid absorb the gelatine. Stir briskly. Drink Knox immediately. If it thickens, stir it again.

## BEAT TIREDNESS! DRINK KNOX GELATINE



## PICTURES TO THE EDITORS

(continued)

### JUDY THE PACHYDERM

Sirs:

Into the office of John Moses, Democratic Governor of North Dakota, recently lumbered a lady with a mission. Her name was Judy, her ancestry solidly Republican and her purpose to get the Bismarck Elks' circus, in which she stars, some publicity by delivering a special invitation to the State's first citizen to attend the first performance.

I snapped this picture just as Judy was preparing to deposit the invitation on the Governor's desk. She's holding it in the curled end of her trunk. Though her attention was diverted by 1) the cigar in

Governor Moses' left hand, 2) his fountain pen, 3) State papers on his desk, all of which she tried to appropriate, Judy got her invitation delivered.

Judy, by the way, reached the Governor's office by climbing a long flight of stairs and parading down the huge memorial hall in North Dakota's skyscraper capitol building. Her appearance brought a throng of spectators and six vows never to touch another cup.

GEORGE MOSES

Bismarck Tribune

Bismarck, N. Dak.

[Contributor George Moses is no relation to Governor John Moses.—ED.]



GOVERNOR MOSES GETS INVITATION CURLED UP IN THE ELEPHANT'S TRUNK

### OLDEST HORSE

Sirs:

This horse named Bob is probably the oldest horse in the U. S. of which there is any authentic record. Bob was born in 1900 and is now 40. Anna, the mare used by the Metropolitan Opera House and Rudolph Valentino in *The*

*Sheik*, who died the other day, was only 39.

Bob belongs to the Honorable H. C. Weaver of Grayson County, Va., who can be seen holding the horse's head, while his granddaughter is astride. It would be interesting to know whether any LIFE reader knows of an older horse.

A. GRAY GILMER  
Los Angeles, Calif.



BOB, 40, CONSIDERED OLDEST HORSE IN THE U. S., HAS FALLING BACK

### "GARGY" AND PAL

Sirs:

After reading about Gargantua in the Feb. 26 issue of LIFE, I cut his picture out, pasted it to a piece of cardboard and

mounted it on a dummy. Now I have my own Gargantua to play around the house and go to bed with.

P. R. GERMANN  
New York, N. Y.



DUMMY GARGANTUA, ALMOST LIFE-SIZE, HORRIFIES MR. GERMANN IN BED



## BRIDE or CHAMPION COOK

It's easy to make these tempting treats!



*Your skill is in this package!\**

\*GUARANTEED better than you can bake or buy — or double your money back!

**GINGERBREAD** as luscious as grandmother's! Real, grandmother-style, spicy-rich gingerbread made so simply you won't believe it! Just add water to Dromedary Gingerbread Mix, stir, and bake! And—tests show you can't make good gingerbread more cheaply yourself. As an added treat, top fragrant squares of Dromedary gingerbread with a generous serving of ice cream. . . Then watch it disappear!



**TEA SANDWICHES** as delicious as they are dainty! Don't those dainty sandwiches look luscious? They are! And they aren't any trouble at all! Take one can of Dromedary Date-Nut Bread, slice thin, fill between slices with cream cheese, top with jelly, cheese, or nuts—and they're ready! This delicious bread, kept fresh by vacuum-packaging, is brimming with California walnuts and plump Dromedary pasteurized Dates.



**GUARANTEED** to bring raids on the cookie jar! It's easy to make crispy, golden ginger cookies with Dromedary Gingerbread Mix. Just stir 1/2 cup of water into a package of Dromedary Mix, drop by spoonfuls onto greased baking sheet, and bake. Then see how fast these taste-teasing morsels vanish from the cookie jar! 40 to 80 cookies from one package. Directions are on the package.



### Date-Nut Bread made luscious with DROMEDARY DATES

**DROMEDARY DATE-NUT BREAD** is packed in vacuum tins, so it reaches you with all its just-baked goodness. Rich, moist—loaded with meaty California walnuts and plump, golden Dromedary Pasteurized Dates—it is simply delicious! Get a tin of extra-special Dromedary Date-Nut Bread at your grocer's today—*Double your money back* if you can bake or buy as good! The Hill Bros. Co., Box 12, Trinity Station, New York, N. Y.



### The 200-year-old recipe of Washington's Mother

**DROMEDARY GINGERBREAD MIX** is precision-mixed from the famous old gingerbread recipe of George Washington's mother—and we use it by special permission of the Daughters of the American Revolution. Made of the purest, finest ingredients—and it makes the most delectable gingerbread you ever tasted! Moist, flavor-rich, it will delight your entire family. So serve it tonight! It's so easy to prepare, yet—we promise you it's the most mouth-watering, satisfying gingerbread you have ever known or double your money back.



# REAL SILK

It pays to wear Realsilk Hosiery



"NEVER HAD ANYTHING  
LIKE THIS IN MY DAY"

## MOTHER'S DAY GIFT SERVICE

Hosiery specially wrapped in monogrammed package and delivered anywhere in U. S.



Two good shades for Mothers—and others. Lido (left) and Fiesta (right).

For immediate service, phone local Realsilk branch sales office and representative will call on you. Listed in 200 cities under Real Silk Hosiery Mills.

"From Mill to Millions"

*Dear Children*—Mother's Day is Sunday, May 12. You will want to give Mother something. Why not hosiery? She needs it. Why not Realsilk hosiery? She knows quality. *Suggestion*—Flatter the eternal feminine in her with some sheers along with more practical weights.

*Dear Mother*—If you do get Realsilk hosiery on Your Day, we know your thrifty heart will like the way its colors stay—the smoothness of its fit, the fine, pure silk it's knitted from, and its downright strength-with-sheerness. . . . Real Silk Hosiery Mills, Inc., Indianapolis, Indiana.

A SPLENDID GIFT FOR MOTHERS—AND OTHERS—SINCE 1920

NOTHING NEW PHOTO

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